



### Beth's Blog

A place to capture and share ideas, experience with and publish info about speech, educational technology, information design, visual thinking, creativity, ICT in the deafening world, and much more.



*"This is a 'test of the finding of the' photos in Flickr. I hope I can keep up with the game by these people..."*

**How the CDC is Cultivating Bloggers for its Public Awareness Campaign About Flu**

Don't Let the Flu Ruin Your Winter! Get Vaccinated!



## CDC 2.0:

# *Increasing the Impact of CDC's Science*

Janice R. Nall

July 17, 2008



**Centers for Disease Control and Prevention**  
Coordinating Center for Health Information and Service  
National Center for Health Marketing





# A Year of Health

Illustrated calendar and tips for a healthy 2007...

GO>>

A Year of Health

West Nile

World AIDS Day

Children's Health

Research at CDC

## Health and Safety Topics



### Diseases and Conditions

ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs ...



### Life Stages

Pregnancy, Infant & Child, Women, Men, Seniors, Minorities ...



### Environmental Health

Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality ...



### Emergencies and Disasters

Bioterrorism, Chemical & Radiation Emergencies, Mass Casualties, Severe Weather, Outbreaks ...



### Healthy Living

Exercise, Bone Health, Genetics, Immunizations, Nutrition, Sexual Health, Smoking Prevention ...



### Injury, Violence, and Safety

Car Crashes, Falls, Fires, Food Safety, Poisoning, Suicide ...



### Travelers' Health

Destinations, Travel Vaccinations, Outbreaks, Yellow Book ...



### Workplace Safety and Health

Chemical Safety, Construction, Mining, Office Environments, Respirators ...

## About CDC

- Contact Information
- Funding / Grants
- Employment

>> More About CDC

## CDC HEALTH PROTECTION GOALS

- Healthy People In Every Stage of Life
- Healthy People In Healthy Places
- People Prepared for Emerging Health Threats
- Healthy People In a Healthy World



## CDC For You

- Public Health Professionals
- Healthcare Providers
- Researchers
- Partners
- Media
- Policy Makers
- Students and Educators
- Businesses

## DATA AND STATISTICS >>



Public Water Supply (PWS) populations receiving fluoridated water

>> All Data and Statistics

## Publications >>

Emerging Infectious Diseases

Morbidity and Mortality Weekly Report

Preventing Chronic Disease e-Journal

>> More Publications

## Tools & Resources >>



Listen

>> MMWR: Podcast Episodes <<

Podcasts/RSS Feeds

Public Health Image Library (PHIL)

BMI (Body Mass Index) Calculator

>> More Tools and Resources

## Find It Fast

SEARCH

## A-Z Index

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	#

## Top 20 at CDC.gov

Immunizations

BMI (Body Mass Index)

STDs (Sexually Transmitted Diseases)

Quitting Smoking

Avian Flu (Bird Flu)

HPV (Human Papillomavirus)

## News and Events >>



Federal Offices are closed on January 2nd to remember President Ford

- What happens to my FOIA request?

>> All CDC News

Press Room

Conference and Events

RSS

Podcasts

CDC Tag Cloud

Get Email Updates





# Internet Users

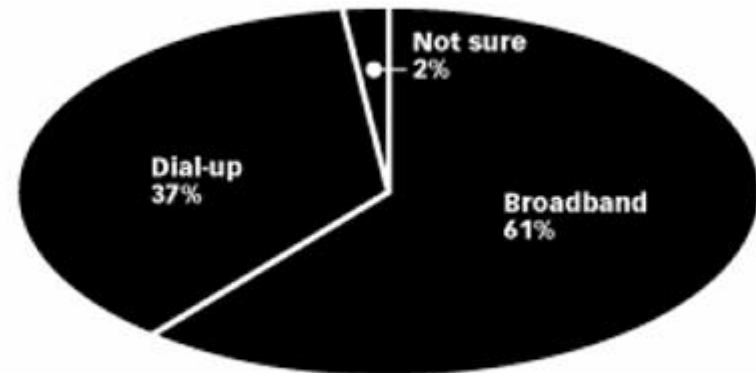
- Currently, three-fourths of adults use the internet on at least an occasional basis;
  - Of these users, nine out of ten have an internet connection at home.
- Among adults with a home internet connection, about three-fourths have a high-speed connection
  - Only one in four still using dial-up.
- 188 million Americans went online in 2007.

**A snapshot of internet adoption in the United States**

Internet Users (71% of all adults)	Broadband at home	47%
	Dial-up connection	15%
	Connection type not specified	5%
	Use internet at work only	2%
	Use internet in location other than work or home	2%
Non Users (29% of all adults)	Do not use a computer at work, school, home or elsewhere	27%
	Have access to a computer, but do not use internet or email	2%

Source: Pew Internet Project February-March 2007 survey of 2,200 adults; 966 were home broadband users

**US Online Households, by Access Technology, December 2005 (as a % of respondents)**

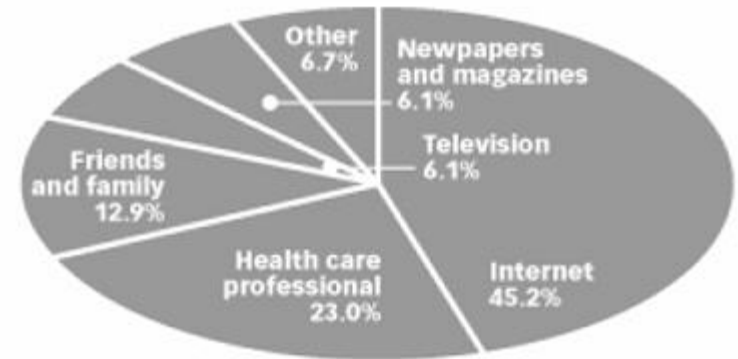


Source: Ipsos Public Affairs commissioned by Associated Press, December 2005

# Online Health Seekers

- 66% of health seekers began their last online health inquiry at a search engine;
- 27% began at a health-related Web Site.
- 72% visited two or more sites during their last health information session.
- 53% of health seekers report that their most recent health information session had some kind of impact on how they take care of themselves or care for someone else
  - The impact was most deeply felt by internet users who had received a serious diagnosis or experienced a health crisis in the past year.

**Primary Health Information Resource Used by US Adult Internet Users, August 2007 (% of respondents)**



Note: n=3,749

Source: Burst Media, "Online Insights," August 27, 2007

086873

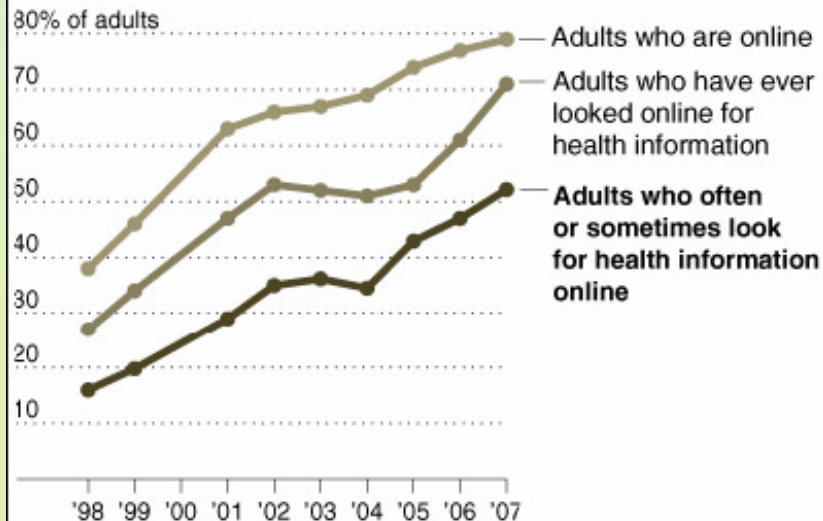
www.eMarketer.com



# Online Health Seekers

## Looking for Answers

The percentage of adults seeking health information over the Internet has increased significantly over the last decade.



Note: Results are from a Harris Poll of 1,010 United States adults surveyed by telephone by Harris Interactive from July 10 and 16, 2007.

Source: Harris Interactive

- 15% of health seekers say they “always” check the source and date of the health information they find online
- 75% of health seekers say they check the source and date “only sometimes,” “hardly ever,” or “never,”
  - This translates to about 85 million Americans gathering health advice online without consistently examining the quality indicators of the information they find.

# Feelings towards online health information

- 3 out of 4 say they felt **reassured** that they could make appropriate health decisions.

- More than half say the online health information they found on their last search made them feel **confident, relieved, comforted or eager to share**.

- One in four felt **overwhelmed**.

- 1 in 5 found they were **frustrated or confused** by a lack of information or an inability to find what they were looking for online

- 1 out of 10 said they were **frightened** by the serious or graphic nature of the information they found online.

Health Seekers: Mostly reassured, some overwhelmed			
Feelings About Last Health Search	All Health Seekers	Health Seekers with HS Diploma or Less	Health Seekers with College Degree
Reassured that you could make appropriate health care decisions	74%	77%	72%
Confident to raise new questions or concerns about a health issue with their doctor	56	54	57
Relieved or comforted by the information they found online	56	64	53
Eager to share their new health or medical knowledge with others	51	57	45
Overwhelmed by the amount of information they found online	25	33	20
Frustrated by a lack of information or an inability to find what they were looking for online	22	27	18
Confused by the information they found online	18	24	15
Frightened by the serious or graphic nature of the information they found online	10	13	8

Source: Pew Internet & American Life Project August 2006 Survey. Margin of error for health seekers (N=1,594) is +/- 3%. Margin of error for comparing education categories is +/- 6%.

# Web 2.0





## Question 1

How many U. S. adults use the internet at least occasionally from any location (work, home, other)?

A)40%

B)62%

C)71%

D)82%

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How many U. S. adults use the internet at least occasionally from any location (work, home, other)?

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**C)71%**

D)82%

Source: Pew Internet and American Life, 2007

## Question 2

What percentage of online consumers are exposed to media created by other consumers that could influence their use of drugs and other medical products/services?

- A) 12%
- B) 20%
- C) 36%
- D) 51%



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A) 12%

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## Question 3

How many U. S. young adults  
(18 – 29 years) send and  
receive text messages on  
their mobile phones?

- A) 25%
- B) 36%
- C) 51%
- D) 65%

## Question 3

How many U. S. young adults  
(18 – 29 years) send and  
receive text messages on  
their mobile phones?

A) 25%

B) 36%

C) 51%

**D) 65%**

Source: Associated Press, 2006



## Question 4

How many U. S. adults own a mobile phone?

A)50%

B)65%

C)85%

D)92%

## Question 4

How many U. S. adults own a mobile phone?

A) 50%

B) 65%

**C) 85%**

D) 92%

Source: Ingenio, 2007

## Question 5

How many U. S. adults own a land line/home phone?

A)65%

B)71%

C)85%

D)92%



## Question 5

How many U. S. adults own a land line/home phone?

A)65%

**B)71%**

C)85%

D)92%

Source: Ingenio, 2007

## Question 6

How many eCards were sent  
in December, 2006?

- A) 4 million
- B) 16 million
- C) 33 million
- D) 45 million

## Question 6

How many eCards were sent  
in December, 2006?

- A) 4 million
- B) 16 million
- C) 33 million
- D) **45 million**

Source: Media Matrix, 2007

# Four Guiding Principles: CDC.gov

*(and other eHealth products/services) will be...*

- 1. Research-based** – Decisions about CDC.gov (architecture, navigation, terminology, graphical interface, etc.) will be based on data, not opinions.
- 2. User-centered** – CDC.gov will be based on users' needs and wants, developed with continuous user input, and tested with users.
- 3. Performance-driven** – Success will be measured in quantitative and qualitative improvements in user performance and user satisfaction.
- 4. Collaboration-rich** – CDC.gov must be developed with and supported by CDC's Web community.

# CDC eHealth Efforts



- Mobile Applications
- Social Networks
- Blogs
- Gadgets/widgets
- eGames
- Virtual Worlds
- Podcasts/RSS
- User Generated Content
- Social Bookmarking
- eCards
- Image Sharing Sites
- Mashups







# Why Do We Care about Social Media?

- CDC should be (**must be**) where people are
- Increasingly, people are using (are in) social media
- Social Media attributes relevant to health marketing:
  - Facilitates interactive communication and community
  - Increases the dissemination and potential impact of CDC's science
  - Leverages unique characteristics of emerging channels (user engagement, user-generated content, voting, mapping, etc.)
  - Reaches diverse audiences
  - Allows tailored communications/marketing
  - Has potential to empower users to make healthier and safer decisions

# Supports User Engagement/ Participation

Using Interactive Games to Improve Health:

## CDC's Strategic Look at eGames

We are pleased to invite you to participate in an upcoming meeting: **CDC's Strategic Look at eGames**. CDC has been examining egame trends, games for health and interactive games. We need your input into ways that we can increase addressing CDC's mission of protecting and promoting health.

Please join us for this small, invitation-only event where external experts will provide insight on the intersection between games and health and games and/or develop new games to motivate and support health behaviors. At the conclusion of the meeting, attendees will be asked to identify themes of the meeting, we will ask you to contribute to a "Think Tank" in which generated there will be presented and explored further at the meeting.

In addition to the invited external experts, CDC representative marketing, technology and innovation, strategic communications, will participate in the meeting and discussions.

At the conclusion of the meeting, attendees will be asked to identify themes of the meeting, we will ask you to contribute to a "Think Tank" in which generated there will be presented and explored further at the meeting.

### Meeting Information

**Dates/Times:** Thursday, June 21, 2007; 8:30 am – 4:30 pm  
Friday, June 22, 2007; 8:30 am – 12:30 pm

**Location:** Centers for Disease Control and Prevention  
Roybal Campus, Building #19  
1600 Clifton Rd, NE  
Atlanta, GA 30329

**Accommodations\*:** Emory Conference Center Hotel (404-712-1234)  
"CDC Games Event" when making your reservation

*\*External Meeting attendees will receive an honorarium*

We hope you can join us. Feel free to contact us with any questions May 18, 2007, to Erin Edgerton: [EEEdgerton@cdc.gov](mailto:EEEdgerton@cdc.gov).

Sincerely,

*Erin Edgerton*

Erin Edgerton, co-chair

Content Lead, Interactive and New Media  
Media Researcher  
E-Health Marketing Division  
National Center for Health Marketing  
Coordinating Center for Health Information and Service  
Centers for Disease Control and Prevention  
(404) 498-2237  
[EEEdgerton@cdc.gov](mailto:EEEdgerton@cdc.gov)  
<http://www.cdc.gov/healthmarketing/>

*Debra Lieberman*

Debra Lieberman

Department of Communication  
University of California  
(805) 569-3214 (home office)  
[lieberman@isber.ucsb.edu](mailto:lieberman@isber.ucsb.edu)  
[http://www.comcomm.ucsb.edu/lieberman\\_flash.htm](http://www.comcomm.ucsb.edu/lieberman_flash.htm)

## CDC in MySpace

Home Browse Search Invite Film Mail Blog Favorites Forum Groups Events Videos Music Comedy Classifieds



Centers for Disease Control and Prevention

### CONTACTING CDC.GOV

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

Centers for Disease Control and Prevention  
1600 Clifton Rd.  
Atlanta, GA 30333, U.S.A.  
1-800-CDC-INFO  
Public Inquiries: (404) 639-3534 / (800) 311-3435

### MySpace URL:

<http://www.myspace.com/tlahayecdc>

### CDC Health-e-Cards

Send an electronic greeting card to friends, family, co-workers!



At least 50% of sexually active people will get genital HPV. Most won't know they have it...



CDC's Latest Blog Entry [[Subscribe to this Blog](#)]

At least 50% of sexually active people will get genital HPV. Most won't know they have it. ([view more](#))

School Violence: Tips For Coping With Stress ([view more](#))

Test Your Knowledge: Health and Safety Online Quizzes ([view more](#))

[[View All Blog Entries](#)]

### About CDC

Infectious disease, global climate change, terrorism, an aging population, e-coli, obesity, heart disease, cancer, injury and disability -- CDC, the nation's premier public health agency, is



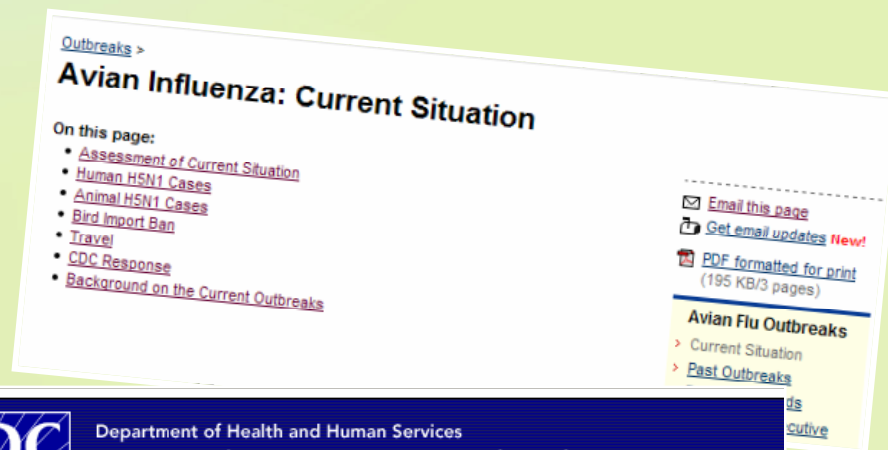
This meeting is sponsored by CDC's National Center for Health Marketing and Office of Strategy and Innovation

CS1 11158

[www.myspace.com/cdc\\_ehealth](http://www.myspace.com/cdc_ehealth)

# Supports User Preference on Presentation

Audio/video, mobile, patient/health professional versions, multi-language, large text, forms vs. wizard format, context, accessible versions, maps, and more...



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E-mail Address

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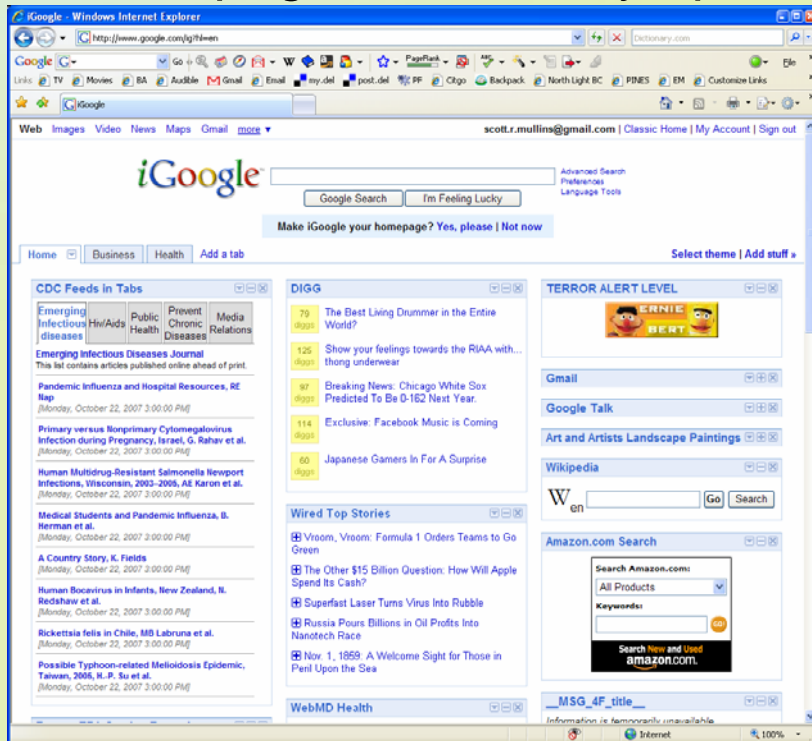
[Help](#) - [Privacy Policy](#)



# Supports User Personalization/Customization

**Widgets** - Mini-applications easily used on a desktop/personal page...constantly updated with info users want

## Content Syndication



Mississippi State Department of Health  
TO PROMOTE AND PROTECT THE HEALTH OF ALL MISSISSIPPIANS

NEWS CALENDARS PUBLICATIONS HEALTH PLANNING INFORMATION DESK SEARCH

Home

### CDC Health Update: Guidance for Laboratory Testing

Updated Interim Guidance for Laboratory Testing of Persons with Suspected Infection with Avian Influenza A (H5N1) Virus in the United States (June 7, 2006)

**Additional guidance:** Clinicians should contact the Office of the State Epidemiologist at 601-576-7725 for additional guidance as needed regarding the evaluation of specific patients.

**Laboratories:** Hospital laboratories should direct technical and procedural questions to the state Public Health Laboratory at 601-576-7582.

Distributed via Health Alert Network  
June 07, 2006, 19:50 EDT (07:50 PM EDT)  
CDCHAN-00246-06-06-07-UPD-N  
[Most recent CDC Health Alert Network Messages](#)

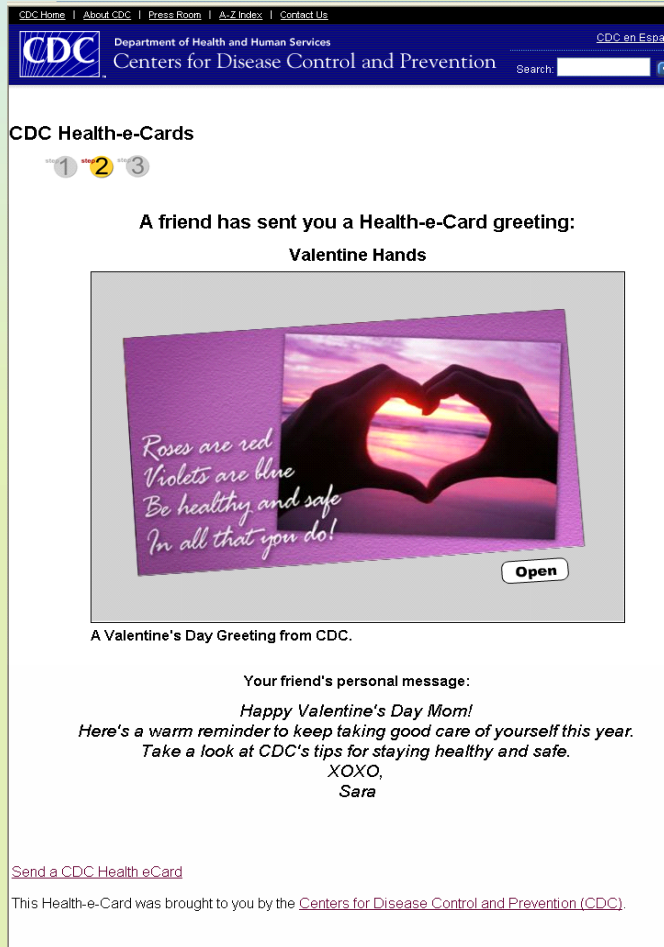
#### CDC Health Update

This update provides revised interim guidance for testing of suspected human cases of avian influenza A (H5N1) in the United States and is based on the current state of knowledge regarding human infection with H5N1 viruses. The epidemiology of H5N1 human infections has not changed significantly since February 2004. Therefore, CDC recommends that H5N1 surveillance in the United States remain at the enhanced level first established at that time. However, this revised interim guidance provides an updated case definition of a suspected H5N1 human case for the purpose of determining when testing should be undertaken and also provides more detailed information on laboratory testing. Effective surveillance will continue to rely on health care providers obtaining

**Tailoring Workshops – Fall 2008** - teaching CDC health marketers how to tailor health information and interventions by age, gender, literacy levels, and other variables (University of Michigan)

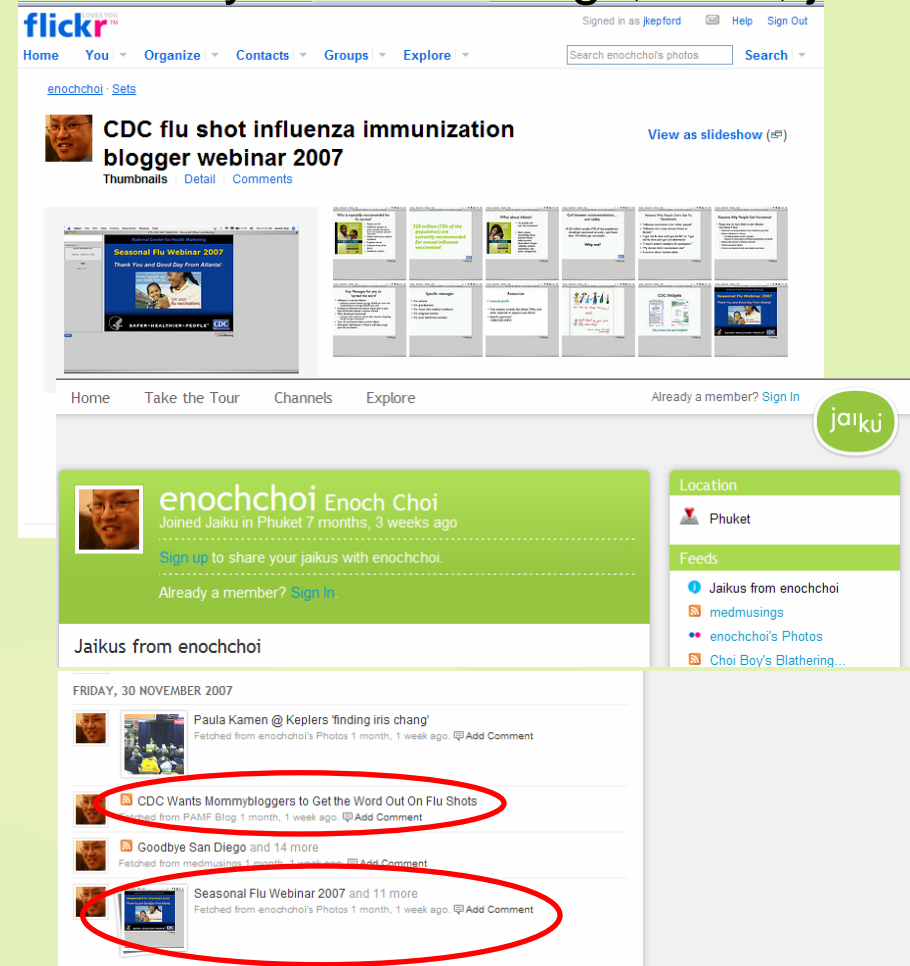


# Supports Viral Sharing by Users



eCards shared with family,  
friends, co-workers

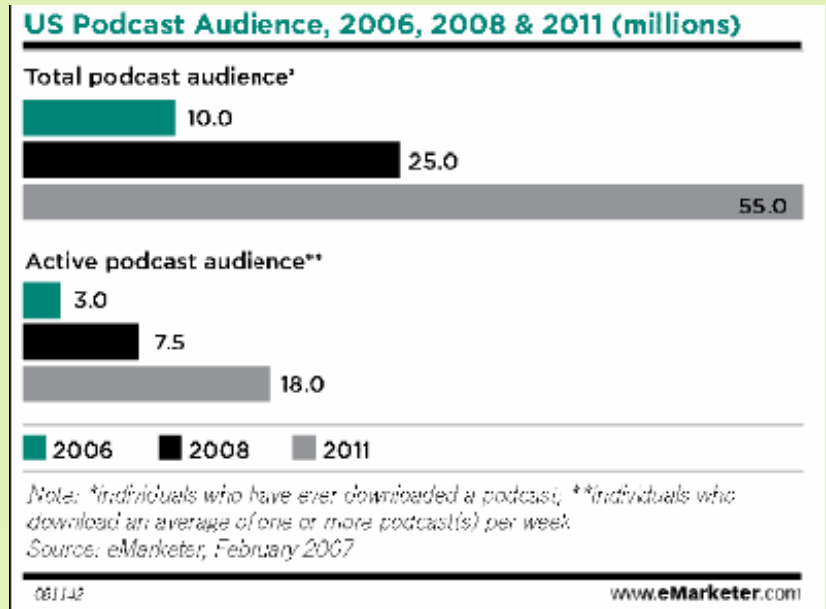
Webinar for Mommy Bloggers – info  
shared by users on blogs, flickr, jaiku





# Podcasts

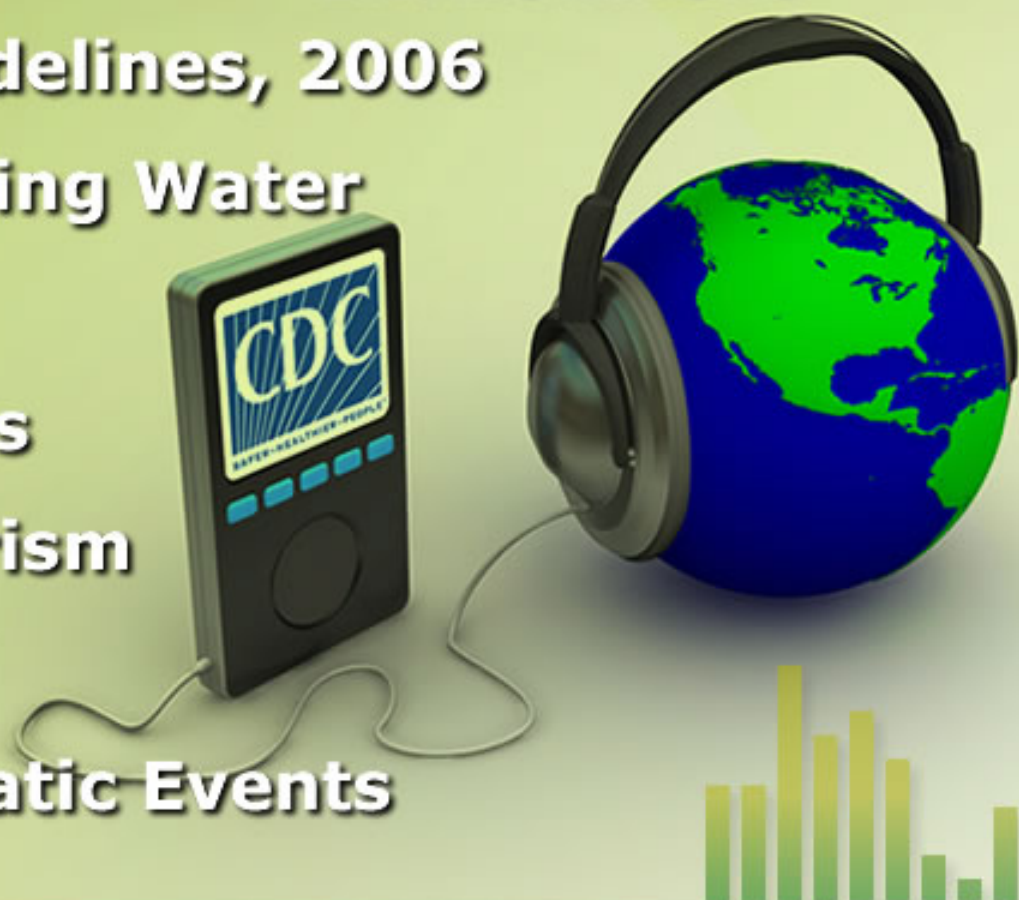
- About 12% — or 17 million Americans —having downloaded a podcast at least once.
- Podcast users tend to be male, young, and educated.
- People between 35 and 54 years of age make up about half of those who use podcasts.



eMarketer estimated that podcast use in the U.S. is expected to grow to exceed 20 million and may go higher, to as high as 80 million, by 2010.

# Podcasts

- ✦ **Use of Facemasks and Respirators During an Influenza Pandemic**
- ✦ **Climate Change: Science, Health and the Environment**
- ✦ **STD Treatment Guidelines, 2006**
- ✦ **MMWR - Safe Drinking Water**
- ✦ **Healthy Places**
- ✦ **Working with Stress**
- ✦ **History of Bioterrorism**
- ✦ **Cervical Cancer**
- ✦ **Coping with Traumatic Events**



# eCards

eCards, up 15 percent overall (December 2006) to 45.1 million visitors.

- AmericanGreetings.com had 12 million visitors
- Hallmark.com had 8.1 million visitors (up 24 percent)
- Evite.com had 7.3 million visitors (up 4 percent).
- 123Greetings.com was the Web's second fastest gaining site overall, rising 82-percent to 7.1 million visitors

<http://www.comscore.com/press/release.asp?press=1177>

## CDC Health-e-Cards



Older Adults



Older Americans



Living Beyond Cancer



Living With Cancer



Boating Safety



Safe Boating



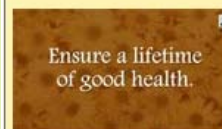
Colorectal Screening



It's our turn!



It's their turn!



Daily Steps for Health



Mother's Day Choices



Data Users Conference



Super Mom



Healthy Parenting



Parents and Health

Total CDC Health-e-Cards sent  
2/14/07 – present: **28,137**



# eCards

CDC Home | About CDC | Press Room | A-Z Index | Contact Us

**CDC** Department of Health and Human Services  
Centers for Disease Control and Prevention

CDC on Español

Search:

CDC Health-e-Cards

1 2 3

A friend has sent you a Health-e-Card greeting:  
**Valentine Hands**

**Open**

A Valentine's Day Greeting from CDC.

Your friend's personal message:

*Happy Valentine's Day Mom!*  
*Here's a warm reminder to keep taking good care of yourself this year.*  
*Take a look at CDC's tips for staying healthy and safe.*  
*XOXO,*  
*Sara*

[Send a CDC Health e-Card](#)

This Health-e-Card was brought to you by the [Centers for Disease Control and Prevention \(CDC\)](#)



*Roses are red  
Violets are blue  
Be healthy and safe  
In all that you do!*

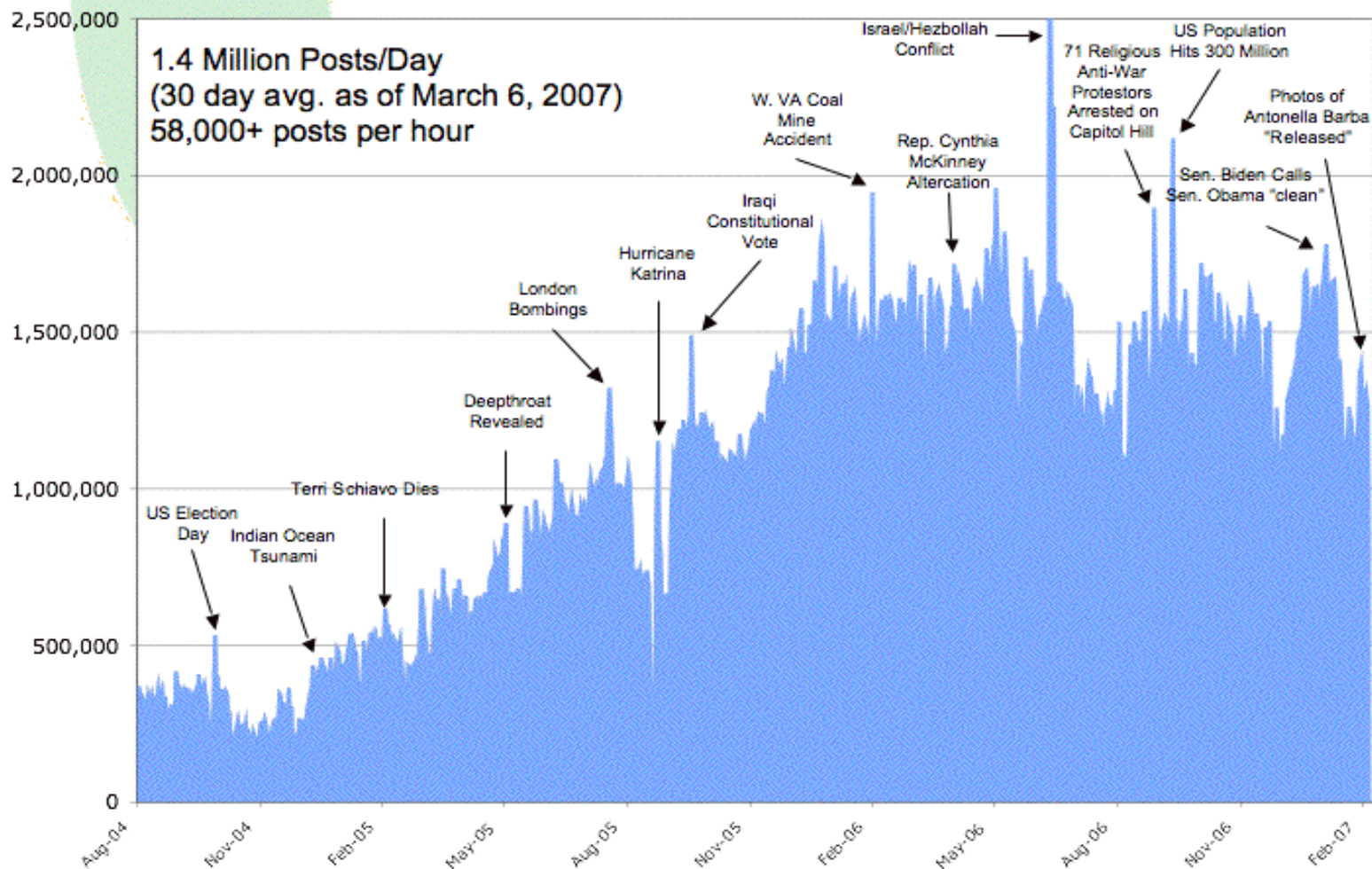


**The 'blogosphere' pulls together what millions of talented people around the world are discovering and thinking... "**

**Ross Dawson, Jan 17 2007**

# Blogs

## Daily Posting Volume





# Blogs

- Technorati, an internet search engine for blogs, recently tracked over 112.8 million weblogs worldwide.
- Technorati also reported that there are over 175,000 new blogs (that's just blogs) every day.
- Bloggers update their blogs regularly to the tune of over 1.6 million posts per day, or over 18 updates a second.

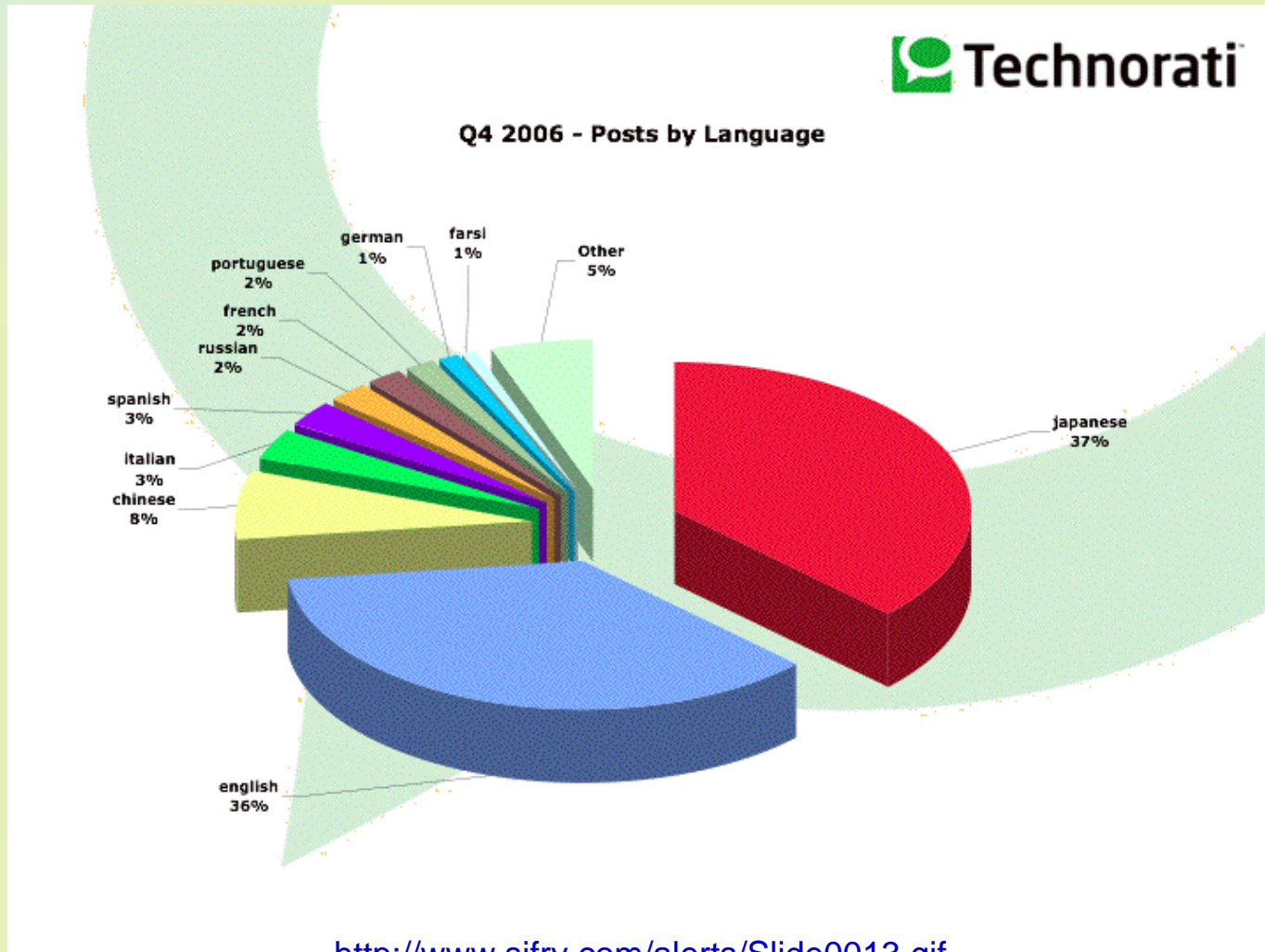
## Bloggers by the Millions

Number of American adults who use the internet	147 million
Number of American adults who read blogs	57 million
Number of American adults who keep a blog	12 million

Source: Pew Internet & American Life Project Surveys: January 2006; Feb-April 2006; Nov-Dec 2005 and Feb-April 2006.

# Blogs

## Percentage of Blog Posts by Language in 2006



# Blogs

## [Chronicbabe.com](http://Chronicbabe.com)

Online community for younger women with chronic health issues

chronicbabe.com

Search the site:

Get the eNewsletter: [Sign up now & get free stuff!](#)

Home About Us Articles Bits Help Desk Media Room Shop Contact

Jump to recent articles (last updated: 3/4/2008)

### For Babes, who just happen to have chronic illness...

If you're a sick chick in search of like-minded folks—the kind of people who are living well in spite of illness—you're in the right place! ChronicBabe offers hundreds of resources designed to help you keep on being a Babe, even with chronic illness. **To get the most out of our site**, sign up today for our **free eNewsletter: Goodie Bag** and get dozens of tips delivered straight to you every other week. **(And when you sign up, you also get a free ebook, *How to Be a ChronicBabe: A Beginner's Toolkit*.)**

**2007 Medical Blog Awards: We won!**  
It's official: ChronicBabe was voted the Best Patient's Blog in the **2007 Medical Blog Awards, sponsored by MedGadget**. Yes! Thanks to everyone who voted, and encouraged their friends to vote, too. We love our readers!

Above image is hosted by [www.flickr.com](#)  
Caption: A Babe at the computer.

**Recent Articles:**

#### Grand Rounds Vol. 4 No. 24: New Beginnings

It's a time for new beginnings here at ChronicBabe HQ, I and my husband are unpacking in our newly reconstructed condo (it was hit by a freak storm in August 2007). I'm feeling like you would have offered us something of a fresh start, back

**Chronic Bits:**

Kevin, MD in USA Today: Lack of primary care killing health system

Posted: 3/13/2008

We dig Kevin, MD, so we were psyched to see his op-ed in USA Today this morning on how the shortage of primary care is the real issue behind the problems with the U.S. health care system.

Wow, more than 1,700 Goodie Bag subscribers!

Posted: 3/13/2008

We've hit a definite milestone, and we're heading toward 2,000 Goodie Bag readers - fantastic! If you're not already getting our free e-newsletter (and the free ebook that comes with it, a \$19 value exclusively for subscribers) then [SIGN UP](#) for the Goodie Bag today.

## [Diabetes Mine](http://Diabetes Mine)

Straight talk and encouragement for people living with diabetes

# Diabetes Mine

A gold mine of straight talk and encouragement for people living with diabetes

### Diabetes Blogs Can Change Your Life

Michaela Byrnes (nickname Kayla) is an adorable 21-year-old college student in Massachusetts who was diagnosed with Type 1 diabetes five years ago. She found me online recently -- and through me, discovered the entire **Diabetes OC**. I'm very grateful to report that our just "being here" seems to have helped change at least this one life.

"My mom actually found this stuff, around Thanksgiving 2007," Kayla tells me. "At first I wasn't that interested, because many of the topics didn't really speak to me... the information was interesting, but I didn't find someone that had experiences like mine. Now, the more I look into it, the more I find things of value here, and I want to connect -- to talk about topics that seem 'taboo.'" What Kayla really wants to do is start her own blog for PWD college students walking in her shoes.

In her own words:

Here's what I'm wondering: Do any other diabetics feel like there are some questions that no matter how you phrase it

#### WEEKLY NUGGETS

- DR. FAUSTMAN STARTS HUMAN TRIALS  
Bernard's got the scoop.
- LILLY PULLS THE PLUG ON INHALED INSULIN  
Now Mannkind stands alone.
- GIRL INVENTS "DIABETIC DRESS"  
11-year-old solves the perennial problem, where to put your pump.
- LOW-COST TEST STRIPS  
Some folks swear by this site.
- ROCK AGAINST DIABETES  
Coming to Las Vegas this summer!

#### WELCOME

Here you'll find 3 years' worth of info on every imaginable aspect of living with diabetes -- from food scales to pharma news and book reviews, to the exasperating things other people say.

**Search the Mine, and Enjoy!**

[About](#) [Archives](#) [Email Me](#)

#### SUBSCRIBE

[Click here to subscribe](#)

# Blogs

## [Mark's Daily Apple](#)

Serving up health and fitness insights daily (with a side of irreverence)

MARK'S DAILY APPLE

[Home](#) [Mark's Store](#) [Ask Anything!](#)

Serving up health and fitness insights (daily, of course) with a side of irreverence.



**14** 3 Meals vs. 1 Meal

March 2008 If you're new here, you may want to subscribe to my [RSS feed](#). Thanks for visiting!



*Snowflakes = Skipped Meals (Naturally.)*

Two collaborative studies (1,2) from the Agricultural Research Service and the National Institute on Aging offer a look at the physiological effects of 3 meals versus 1 meal a day in two crossover groups. The volunteers participated in

**Pages**

- Who is Mark?
- About the Blog
- Free Premium Content
- Blogroll
- Archives
- Pictures
- Privacy Policy
- History of the Apple

**Recent Posts**

- Yoga Good for Beating Symptoms of Breast Cancer
- Mystery Meat: Imitation Crab

## [Non-Toxic Kids](#)

Helping your kids stay safe, healthy, and smart.

Helping Your Kids Stay Safe, Healthy, and Smart



WELCOME TO NON-TOXIC KIDS!

[A Word of Welcome-](#)  
[About Non-Toxic Kids-](#)  
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[Advertising Policy-](#)

FRIDAY, MARCH 14, 2008

**The Best Cream for Eczema--Finally!**

So, okay, sometimes the doctors are right. Really. My almost one year old has had bright red half dollar sized patches on her torso, the backs of her legs, and shoulders for months. When I took her to the pediatrician, they said to use hydrocortisone cream on her (which is a skin thinning steroid cream-- sounds great and harmless!) and Eucerin. I thought, ha! I'll find some natural, botanical, no chemical brand that will work even better.



PREVIOUS POSTS



# Webinar for Mommy Bloggers

November 29, 2007

- Targeted mommy and daddy bloggers
- 7 bloggers participated, 4 mommy and daddy bloggers
- 6 blog entries written (One blog is in top 500 (#492) of all blogs on the Web)

12 comments on blog posts

**A Frog In My Soup**  
... and other mixed blessings!  
Home | About | Blog Design | Contact Me | Contests | My Frogs | Submit a Product

**Froggy Quick Links**  
Contests  
Life With Boys  
Meet the Frogs  
Mommy Reality  
Praying Parent Study  
Reviews  
Special Offers

**Praying Parent Study:**  
Our study is quickly coming to an end! This week, we are posting on Chapters 26 & 27 while we read through the end 28: This

**The Truth About the Flu ... Getting Rid of the**  
**GET VACCINATED**  
DON'T GET FLU. DON'T SPREAD FLU.  
www.cdc.gov/flu

A while back I attend held by the CDC about the flu vaccine. It was interesting and enlightening but I got the vaccine; it really doesn't protect you anyway ... etc

I have been hearing statements like ... if I get the flu give the virus to my child or an elderly parent; I got the vaccine; it really doesn't protect you anyway ... etc

Have you heard those things as well? Do you believe the common advice to believe that? Let us present a few facts.

**5 Minutes for Mom**  
Bringing Moms the Best in Blogging, Shopping, Parenting, and Entertainment  
\*Win A Contest \*Make Blogging Friends \*Promote Your Site  
Home | Blog Directory | Mom Blogs | Mom Sales | Contests | Feature Columns | Earth Life | About | Contact

**Susan and Janice**  
Tasty work-at-home moms help promote your site.

**December 13, 2007**  
**It's Not Too Late to Protect Yourself from the Flu**  
Written by Jennifer

**GET VACCINATED**  
DON'T GET FLU. DON'T SPREAD FLU.  
www.cdc.gov/flu

The Center for Disease Control (CDC) is trying to encourage people to get vaccinated to prevent the spread of the flu. You can check out that link for key facts about the flu shot as well as the nasal spray, including who is recommended to get it, and who is not eligible.

The choice about whether or not to vaccinate your children is one that every parent should make on their own, but there are no proven risks associated with the vaccine. However, there are risks for those who contract the flu, especially in young children and the elderly:

- Influenza related deaths average 36,000 each year
- Hospitalizations average 200,000 each year
- 5 - 20% of the U.S. population are infected with the flu each year (which is 15 - 60 million people)

If you still are uncertain about vaccinating your child, or if your child is too young to be vaccinated, you can choose to help protect your child and others from the spread of the disease by getting vaccinated yourself. You should also

**Start Here**  
What's Going On Here?  
Make New Blogging Friends  
Find Mom-Content Sites  
Reverse Mom-Run Websites  
Let Us Promise You  
Read Our Feature Columns  
Visit Our Latest Content  
Send Us Your  
Ads by Google

**Bedding Sale Today**  
30-70% off high

**A Family Story**  
with a beginning, middle, and no end in sight...

ANY W  
I am a 30-something working mom with two daughters; Ashley is 4 and Audrey is 2. Come, sit, stay and read my Family Story...

VIEW MY COMPLETE PROFILE

Look!! I Spy...  
Cric Mama Reviews

**GET VACCINATED**  
DON'T GET FLU. DON'T SPREAD FLU.  
www.cdc.gov/flu

**SILICON VALLEY MOMS BLOG** a byte of Silicon valley life

**SUBSCRIBE VIA EMAIL: SV MOMS BLOG**  
Have our posts sent fresh to your email box!  
Enter your email address:  
Subscribe  
Delivered by FeedBurner

**ABOUT US**  
About Us

**The Ultimate Family Car | Main | Still Lugin Around My Stroller**  
**November 30, 2007**  
**CDC Wants Mommybloggers to Get the Word Out On Flu Shots**

The CDC held their 2nd annual webinar today, reaching out to mommybloggers to ask for help getting the word out about the need for flu shots. Here are screenshots... and here are more images from CDC flu shot influenza immunization blogger webinar 2007.

It was sooooo much better than last year's. This year a mother who's a communications person at the CDC talked through slides and voiceover, rather than last year's pristinely uniformed physician talking heads on

**BLOGGER AD NETWORK**  
Blogger Ad Network

**Make a small loan Make a BIG difference**

# Webinar for Mommy Bloggers – Viral spread through social media


December 14, 2007

 [Stephanie](#) @ 10:50 am:

Great post! Thanks for your objective and honest reminder about the flu shot or other vaccines, come on over to "Sears" (He's the author of the newly released "Vaccine Book"): <http://metropolitanmama.blogspot.com>.

9 Comments on It's Not Too Late to Protect Yourself from the Flu  »

December 13, 2007

 [Jen](#) @ 2:03 pm:

Thanks for the reminder!!! I have been meaning to do that and have put it off!

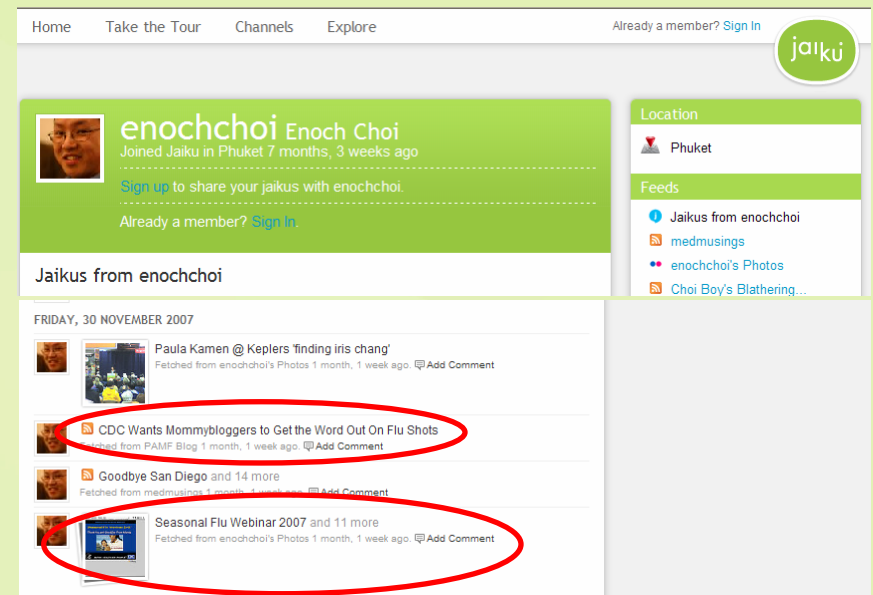
While I understand that there is a place for such vaccines as this I don't believe it is warranted for healthy children and families. The CDC is wonderful at using scare tactics to encourage our populace to vaccinate. The drug companies are getting rich on the backs of Americans and their health insurance plans. Don't believe everything the CDC tells you...

flickr



October 25, 2007 – January 9, 2008  
19 Images posted on Flickr  
2,064 total image views

jaiku






- Pew Internet Research, January 7 2007

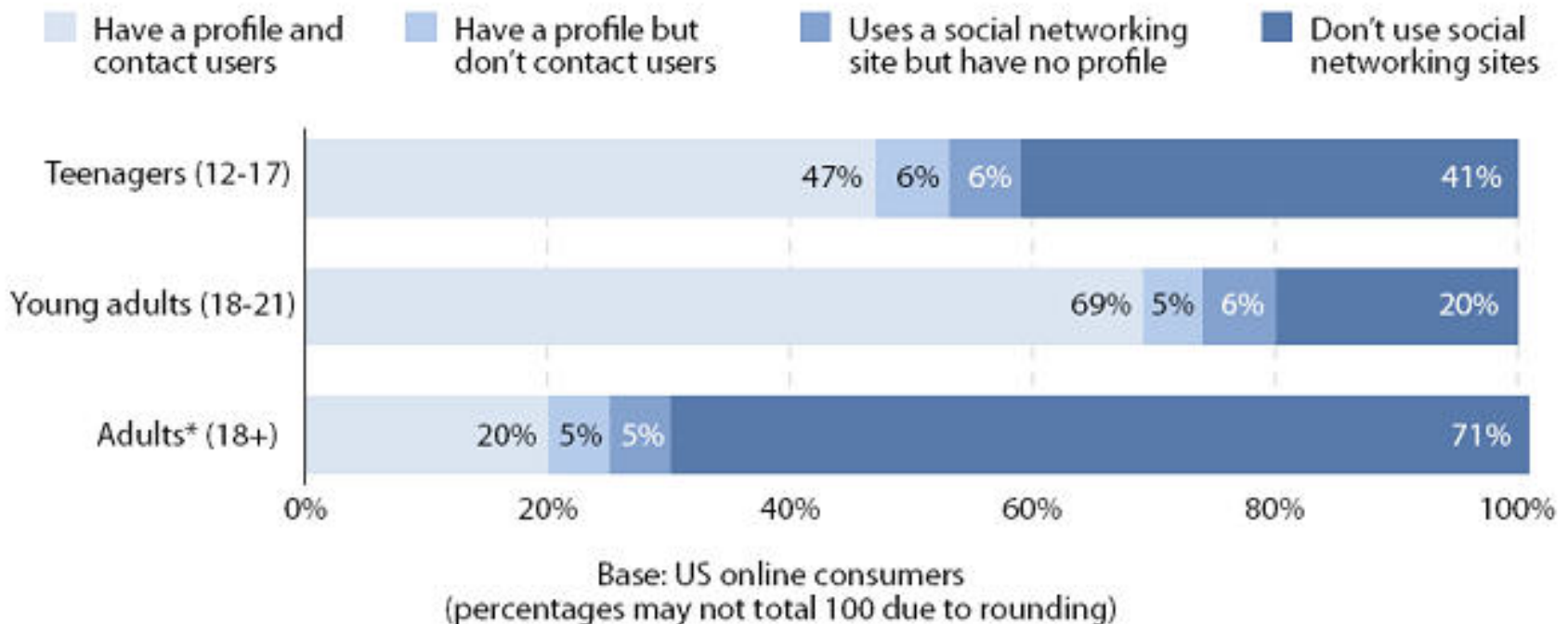


# Social Networks

**Figure 1** A Third Of Online Adults And Most Youths Use Social Networking Sites

 A spreadsheet with additional data is available online.

## 1-1 Percent of US online consumers who use social networking sites



# MySpace and Facebook

## MySpace:

- MySpace ranked as the second- most-viewed Web site in March 2006, and has consistently ranked as a top global site in 2006 and 2007.
- MySpace is one of the most visited U.S. Web sites, accounting for almost **5% of all Internet visits**.
- At its peak in June 2007, the site accounted for 7% of all Internet visits.

**Average Time Spent per Visitor to the Top Five Social Networking Sites\* among US Internet Users, December 2006 & December 2007 (mins:secs and % change)**

	December 2006	December 2007	% change
1. MySpace	30:05	29:36	-2%
2. Facebook	09:56	19:51	100%
3. Bebo	29:19	30:24	4%
4. BlackPlanet.com	22:26	25:16	13%
5. Club Penguin	12:00	13:27	12%

*Note: \*ranked by market share of visits*  
*Source: Hitwise as cited in press release, January 16, 2008*

091524

www.eMarketer.com

## Facebook:

- In the rapidly changing world of social networks, the number of visitors to Facebook has increased steadily.
- It recently ranked as the ninth most popular U.S Web site, accounting for about one percent of all Internet visits.

# Social Networks: MySpace

Home Browse Search Invite Film Mail Blog Favorites Forum Groups Events Videos Music Comedy Classifieds



## Centers for Disease Control and Prevention

**CONTACTING CDC.GOV**

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

Centers for Disease Control and Prevention  
1600 Clifton Rd.  
Atlanta, GA 30333, U.S.A.  
1-800-CDC-INFO  
Public Inquiries: (404) 639-3534 / (800) 311-3435

**MySpace URL:**  
<http://www.myspace.com/tlahayecdc>

### CDC Health-e-Cards

Send an electronic greeting card to friends, family, co-workers!



**At least 50% of sexually active people will get genital HPV. Most won't know they have it...**

**CDC's Latest Blog Entry** [[Subscribe to this Blog](#)]

At least 50% of sexually active people will get genital HPV. Most won't know they have it. ([view more](#))

School Violence: Tips For Coping With Stress ([view more](#))

Test Your Knowledge: Health and Safety Online Quizzes ([view more](#))

[[View All Blog Entries](#)]

### About CDC

Infectious disease, global climate change, terrorism, an aging population, e-coli, obesity, heart disease, cancer, injury and disability -- CDC, the nation's premier public health agency, is

[www.myspace.com/cdc\\_ehealth](http://www.myspace.com/cdc_ehealth)

- Launched 11/07
- 5,066 page views
- 468 friends
- 70 profiles including CDC as a 'Top Friend'
- 86 CDC blog entries
- 1791 blog views
- 235,064,759 people in CDC extended network

# Social Networks – Partnering with...

## Caring Bridge

Personalized Web Sites to support and connect loved ones during critical illness, treatment, and recovery



The CaringBridge website features a green and white color scheme. At the top, there is a navigation bar with links for 'Author Sign In', 'Contact', and 'Help'. Below this is a header with the CaringBridge logo and the tagline: 'Free, personalized websites that support and connect loved ones during critical illness, treatment and recovery.' A secondary navigation bar includes links for 'Home', 'Our Service', 'How to Help', 'Donate', 'Partners', 'Newsroom', and 'About'. The main content area is divided into two columns. The left column features a large image of two children and the text 'Connection, love and support when you need it most' with a 'PLAY VIDEO' button. The right column contains a 'Personal Stories' section with two entries: 'Delivering a miracle. Amy Taylor was pregnant with her son when she was diagnosed with breast cancer. Amy says CaringBridge "kept me going." Amy's journey' and 'A community of comfort. Bob Moog passed away following a courageous fight with brain cancer. "CaringBridge not only helps the sick," explains his son, Matthew, ... Remembering Bob'.

Author Sign In | Contact | Help

**CaringBridge** Free, personalized websites that support and connect loved ones during critical illness, treatment and recovery.

Home | Our Service | How to Help | Donate | Partners | Newsroom | About

Connection, love and support when you need it most

PLAY VIDEO

Visit a CaringBridge website

- Enter website name - GO

More ways to visit

Create a CaringBridge website

It's free! Get started now, or take a tour and see how easy it is.

START HERE TAKE A TOUR

**Personal Stories** View All Stories

**Delivering a miracle.** Amy Taylor was pregnant with her son when she was diagnosed with breast cancer. Amy says CaringBridge "kept me going."  
*Amy's journey*

**A community of comfort.** Bob Moog passed away following a courageous fight with brain cancer. "CaringBridge not only helps the sick," explains his son, Matthew, ...  
*Remembering Bob*

## Daily Strength

Comprehensive health network of people sharing their advice, treatment experiences, and support



The DailyStrength website has a blue and green color scheme. At the top, there is a navigation bar with links for 'Home', 'Support Groups', 'Treatments', 'Stories', and 'People'. A search bar is located on the right. The main content area is divided into several sections. On the left, there is a 'Member Sign In' section with fields for 'Email' and 'Password', a 'Remember me' checkbox, and a 'Login' button. Below this is a 'Lost your password?' link and a 'No account? Register' link. In the center, there is a 'Support Groups' section with the text 'Anonymous and Free' and a list of features: '500+ support groups for every health issue and life challenge', 'Set realistic goals and get advice from people just like you', and 'Research the latest drugs, treatments and alternative therapies'. To the right of this is a 'Join Now' button and a 'Get Support' button. Below the 'Support Groups' section is a 'Popular Support Groups' section with a list of categories: 'Mental Health', 'Physical Health', and 'Personal Challenges'. Each category has a list of sub-categories and a 'more...' link. At the bottom, there is a 'DailyStrength Spotlight: Medical Top 10' section with a list of 'Top 10 Things I am Asked in My Internal Medicine Private Practice'.

Home | Support Groups | Treatments | Stories | People

Join · Help

Member Sign In

Email

Password

☐ Remember me

Login

Lost your password?

No account? Register

Send a friend an eHug now

**Support Groups** Anonymous and Free

**DailyStrength.org** is the largest, most comprehensive health network of people sharing their advice, treatment experiences, and support.

Join Now

Get Support

500+ support groups for every health issue and life challenge

Set realistic goals and get advice from people just like you

Research the latest drugs, treatments and alternative therapies

**Popular Support Groups** View All

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Mental Health**

Depression

Bipolar

Abuse

Anxiety

more...

**Physical Health**

Cancer

Hepatitis C

Diabetes

Multiple Sclerosis

more...

**Personal Challenges**

Bereavement

Divorce

Parenting

Dieting

more...

Visit Our 500+ Support Groups

**DailyStrength Spotlight: Medical Top 10**

Top 10 Things I am Asked in My Internal Medicine Private Practice

krystindiane replied to Fazer's Discussion Post in Bipolar Disorder 2:57pm

aabaunza06 replied to aabaunza06's Discussion Post in Pregnancy 2:57pm

kellycote commented on jess's Journal Entry 2:57pm

meandthebeast commented on Euphonia's Photo 2:57pm

bluesun gave FibroMom a Hug 2:57pm



# Social Networks – Partnering with...



The screenshot shows the homepage of sermo.com. At the top, there's a navigation bar with links: home, about sermo, how it works, and join sermo. A prominent banner on the left features two doctors in scrubs and the text "Over 10,000 physicians in over 30 specialties". Below this, a welcome message states: "Welcome to the only online community where physicians around the nation exchange the latest medical insights with each other and improve patient outcomes - 24/7." To the right of the banner, there's a section titled "Today's Top Postings" with two articles. The first article is about "Vitamin D for statin myalgia" and the second is about "erythropoietic agents in Oncology". At the bottom left, there's a list of benefits: "Free - Always", "Hard-hitting clinical posts", "Information is safe and secure", and "MDs and DOs only". There are two orange buttons: "Enter Sermo" and "Take a Tour".

sermo<sup>™</sup>  
Know more. Know earlier.

Over 10,000 physicians  
in over 30 specialties

Welcome to the only online community where physicians around the nation exchange the latest medical insights with each other and improve patient outcomes - 24/7.

- Free - Always
- Hard-hitting clinical posts
- Information is safe and secure
- MDs and DOs only

Enter Sermo

Take a Tour

Today's Top Postings

**Vitamin D for statin myalgia**  
Myalgias are common problems for up to 20% of patients on statins. This subjective complaint (without common lab abnormalities) leads to many patients discontinuing vital medication for serious cardiovascular disease prevention. Many advocate CoQ10 administration on the basis of minimal data and only anecdotal reports of improvement...

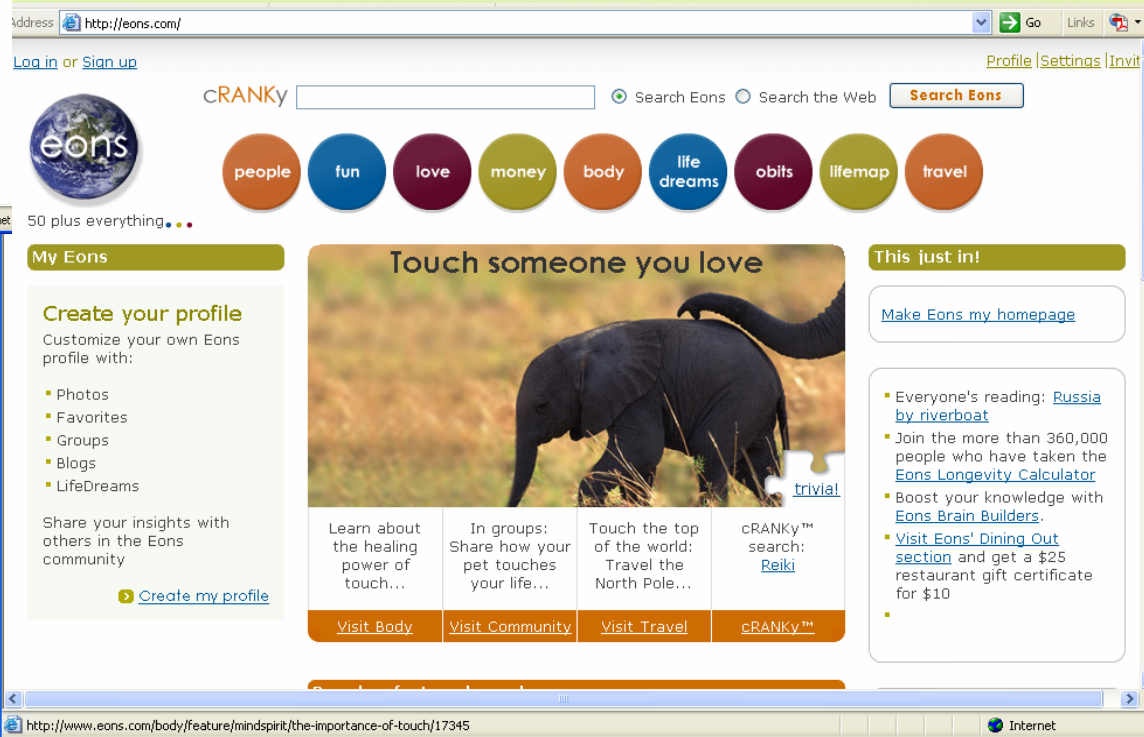
**Regarding the latest about erythropoietic agents in Oncology**  
It may true be that erythropoiesis stimulating agents (ESAs) have occult side effects that need to be properly investigated. It may also be true that they are used excessively across the country. And ESAs may be priced quite high for the benefit - in other words, for a drug that has its main impact on quality of life, the cost seems high, especially when compared to other drugs that also help QOL (sleeping pills, pain meds, etc)...

**Imaging Case of the Day S17**  
55 y.o. male with pain, weakness and an elevated alk phos. This is a whole-body bone scan in anterior and posterior projections for those of you

View an actual post

Social network for the  
50+ crowd  
<http://eons.com>  
(in progress)

Social networks for physicians  
<http://sermo.com>



The screenshot shows the homepage of eons.com. At the top, there's a navigation bar with links: Profile, Settings, and Invite. A search bar is prominently displayed with the text "cRANKy" and a search button. Below the search bar, there's a row of colorful circular buttons labeled: people, fun, love, money, body, life dreams, obits, lifemap, and travel. A large banner in the center features an image of an elephant and the text "Touch someone you love". To the right of the banner, there's a section titled "This just in!" with a link "Make Eons my homepage". Below the banner, there's a section titled "My Eons" with a link "Create your profile". To the right of "My Eons", there's a section titled "Touch someone you love" with four sub-sections: "Learn about the healing power of touch...", "In groups: Share how your pet touches your life...", "Touch the top of the world: Travel the North Pole...", and "cRANKy™ search: Reiki". At the bottom right, there's a section titled "Everyone's reading: Russia by riverboat" with a list of links: "Join the more than 360,000 people who have taken the Eons Longevity Calculator", "Boost your knowledge with Eons Brain Builders", "Visit Eons' Dining Out section and get a \$25 restaurant gift certificate for \$10", and "trivia!".

Address <http://eons.com/>

Log in or Sign up

Profile | Settings | Invite

cRANKy

Search Eons Search the Web Search Eons

people fun love money body life dreams obits lifemap travel

50 plus everything...

My Eons

Create your profile

Customize your own Eons profile with:

- Photos
- Favorites
- Groups
- Blogs
- LifeDreams

Share your insights with others in the Eons community

Create my profile

Touch someone you love

Learn about the healing power of touch... Visit Body

In groups: Share how your pet touches your life... Visit Community

Touch the top of the world: Travel the North Pole... Visit Travel

cRANKy™ search: Reiki cRANKy™

This just in!

Make Eons my homepage

Everyone's reading: [Russia by riverboat](#)

- Join the more than 360,000 people who have taken the [Eons Longevity Calculator](#)
- Boost your knowledge with [Eons Brain Builders](#)
- Visit [Eons' Dining Out section](#) and get a \$25 restaurant gift certificate for \$10

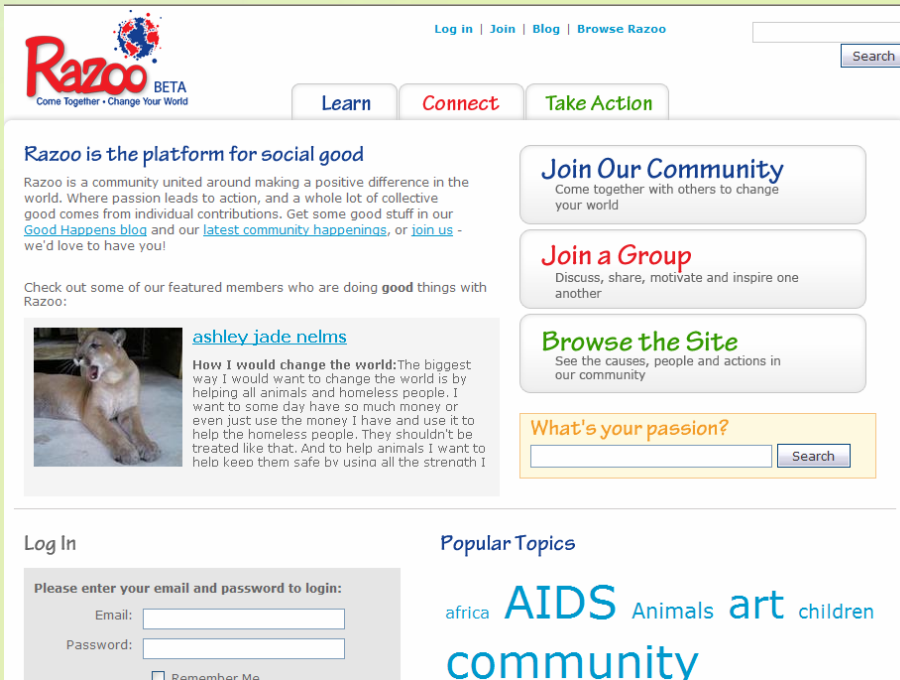
trivia!

<http://www.eons.com/body/feature/mindspirit/the-importance-of-touch/17345>

# Social Networks

## [Razoo](#)

Community where users are united around making a positive difference in the world



The screenshot shows the Razoo website homepage. At the top, there's a navigation bar with links for "Log in", "Join", "Blog", and "Browse Razoo". Below this is a search bar. The main header features the Razoo logo with the tagline "Come Together • Change Your World" and three tabs: "Learn", "Connect", and "Take Action". The main content area is divided into several sections. On the left, a section titled "Razoo is the platform for social good" explains the community's mission. Below this, a featured member profile for "ashley jade nelms" is shown, including a photo and a bio. On the right, there are three boxes: "Join Our Community", "Join a Group", and "Browse the Site". At the bottom, there's a "Log In" section with a login form and a "Popular Topics" section listing various subjects like "africa", "AIDS", "Animals", "art", "children", and "community".

**Razoo** BETA  
Come Together • Change Your World

Log in | Join | Blog | Browse Razoo

Learn Connect Take Action

**Razoo is the platform for social good**

Razoo is a community united around making a positive difference in the world. Where passion leads to action, and a whole lot of collective good comes from individual contributions. Get some good stuff in our [Good Happens blog](#) and our [latest community happenings](#), or [join us](#) - we'd love to have you!

Check out some of our featured members who are doing **good** things with Razoo:

**ashley jade nelms**

**How I would change the world:** The biggest way I would want to change the world is by helping all animals and homeless people. I want to some day have so much money or even just use the money I have and use it to help the homeless people. They shouldn't be treated like that. And to help animals I want to help keep them safe by using all the strength I

**Join Our Community**  
Come together with others to change your world

**Join a Group**  
Discuss, share, motivate and inspire one another

**Browse the Site**  
See the causes, people and actions in our community

**What's your passion?**

Log In

Please enter your email and password to login:

Email:

Password:

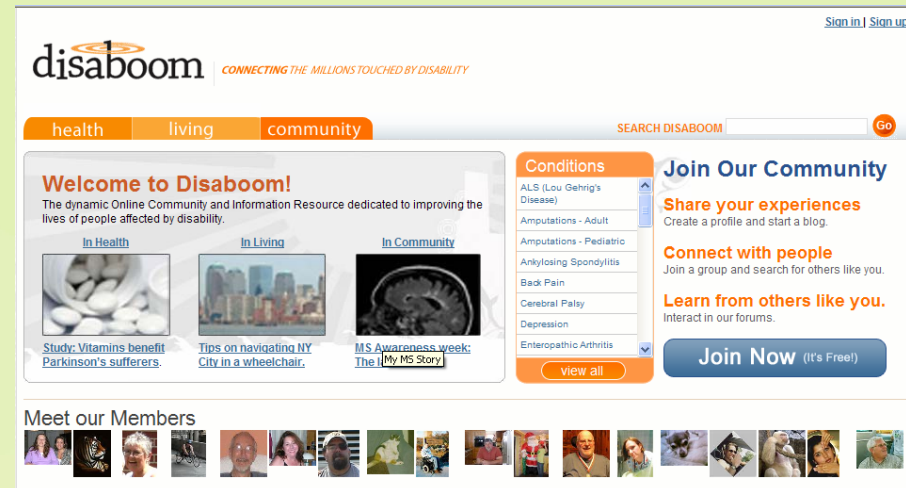
☐ Remember Me

Popular Topics

africa **AIDS** Animals art children  
**community**

## [disaboom.com](#)

Connecting the millions touched by disability



The screenshot shows the disaboom.com website homepage. At the top, there's a navigation bar with links for "Sign in" and "Sign up". Below this is a search bar. The main header features the disaboom logo with the tagline "CONNECTING THE MILLIONS TOUCHED BY DISABILITY". The main content area is divided into several sections. On the left, a section titled "Welcome to Disaboom!" explains the community's mission. Below this, there are three boxes: "In Health", "In Living", and "In Community". On the right, there's a "Conditions" sidebar with a list of various conditions. Below this, there's a "Join Our Community" section with a "Join Now" button. At the bottom, there's a "Meet our Members" section with a grid of member photos.

disaboom CONNECTING THE MILLIONS TOUCHED BY DISABILITY

health living community

SEARCH DISABOOM

**Welcome to Disaboom!**

The dynamic Online Community and Information Resource dedicated to improving the lives of people affected by disability.

**In Health**  
Study: Vitamins benefit Parkinson's sufferers.

**In Living**  
Tips on navigating NY City in a wheelchair.

**In Community**  
MS Awareness week: The My MS Story

**Conditions**

- ALS (Lou Gehrig's Disease)
- Amputations - Adult
- Amputations - Pediatric
- Ankylosing Spondylitis
- Back Pain
- Cerebral Palsy
- Depression
- Enteropathic Arthritis

**Join Our Community**

**Share your experiences**  
Create a profile and start a blog.

**Connect with people**  
Join a group and search for others like you.

**Learn from others like you.**  
Interact in our forums.

**Join Now** (It's Free!)

**Meet our Members**

# Social Networks

## Facebook

[Profile](#) [edit](#) [Friends](#) [Networks](#) [Inbox \(1\)](#) [home](#) [account](#) [privacy](#) [logout](#)

**American Heart Association: Go Red for Women** Global

**Information**

**Group Info**  
Name: American Heart Association: Go Red for Women  
Type: Organizations - Non-Profit Organizations  
Description: Cardiovascular Disease is the No. 1 killer of women in the nation and Go Red for Women was created by the American Heart Association to create more awareness.

**Contact Info**  
Website: [www.goredforwomen.org](http://www.goredforwomen.org)

**Recent News**  
Please invite your friends to join the group and support this very worthy cause. Thanks! :)  
Thanks to everyone who has posted photos, please continue to add to the album.

**Photos**  
Displaying 4 of 30 photos. [See All](#)



  
nationally sponsored by  


Join this Group  
[Share](#) [+](#)

**Related Groups**  
Six Degrees Of Separation - The Experiment  
Just for Fun - Facebook Classics  
Mr. Ed's  
Common Interest - Food & Drink  
Let's set and break a Guinness Record!!!! Approved by [guinnessworldrecords.com](http://guinnessworldrecords.com)  
Entertainment & Arts - General  
RIP Tyler Micka Flagler

## RealMentalHealth.com

Social networking site focusing on mental health treatment and wellness

  
**RealMentalHealth.com**

**ABILIFY<sup>®</sup>**  
(aripiprazole)  
TABLETS and ORAL SOLUTION 1 mg/mL  
D6-H0130 March 2007 AC444866/02-07  
▶ FULL PRODUCT INFORMATION


WARNING: YOU SHOULD NOT DRIVE OR OPERATE MACHINERY UNTIL YOU KNOW HOW ABILIFY affects you. Since medicines like ABILIFY can impact your body's ability to reduce body temperature, you should avoid overheating and dehydration. Medicines like ABILIFY have been associated with swallowing problems (dysphagia). If you had or have swallowing problems, you

**SIGN UP NOW FOR FREE TOOLS AND INFORMATION** [▶](#)

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**Real Mental Health at RealMentalHealth.com**

[Home](#)  
[Chat](#)  
[Boards](#)  
[Blogs](#)  
[Contact](#)

  
Social Network

**Sign up**  
[Social Network](#)  
[Support Newsletter](#)

**Your Mental Health**

Imagine you meet someone and you don't have to worry about who you are because they already understand and there's a level of acceptance. They're dealing with depression, bipolar, an eating disorder or maybe anxiety, schizophrenia or some other mental health condition. Maybe they're a parent, a brother or sister, or spouse or friend of someone who self-injures or has ADHD or an addiction. You're automatically at ease because there's an unspoken understanding that both of you are dealing with something difficult, difficult to live with, difficult to talk about, difficult to share, difficult to understand – except if you've been there.



RealMentalHealth.com is the first [social networking site](#) focusing on mental health treatment and wellness. The online community includes individuals, their family members, loved ones and friends who want to easily and interactively obtain knowledge about symptoms and treatments in a supportive community environment. Come join us. Set up a blog, call in or send us a video and share your story and experiences; become a part of our community. [Click here](#) to join our free social network.

# Tagging (Social Bookmarking)

- A **tag** is a (relevant) keyword or term associated with or assigned to a piece of information
  - a picture
  - a geographic map
  - a blog entry
  - a video clip
- Tags are usually chosen informally and personally by item author / creator or by its consumer / viewers / community.
- 28% of internet users have tagged online content. (Pew, 2007)
- On a typical day online, 7% of internet users say they tag online content. (Pew, 2007)

## What's popular on CDC.gov

The CDC.gov Tag Cloud is an alphabetized list of the most popular search topics on the CDC.gov website. The text size of the term shows its relative popularity: bigger terms are more popular than smaller ones. Click a term to view a page with more information on the topic.

acinetobacter adhd **AIDS** anthrax autism bacterial vaginosis bird flu **birth**  
**defects** blastocystis **body mass index (bmi)** botulism breast cancer  
breastfeeding brfss brucella campylobacter infections cat scratch fever child development  
**chlamydia** cholera chronic diarrhea chronic fatigue syndrome cryptosporidium  
cytomegalovirus (cmv) data & statistics dengue fever **diabetes** diseases ebola  
**e. coli** emerging infectious diseases enfermedades environmental health exercise  
featured articles fetal alcohol syndrome fifth disease floods folic acid food safety funding  
genital warts (hvp) giardia **gonorrhea** growth charts hand foot & mouth  
disease hantavirus head lice **heart disease** heat stress **hepatitis herpes**  
histoplasmosis **hvp** hurricanes influenza jobs lead poisoning leptospirosis life  
expectancy **lyme disease malaria** meningitis (bacterial & viral) **methicillin**  
**resistant staphylococcus aureus (mrsa)** mmwr mold norovirus nutrition  
**obesity** outbreaks pelvic inflammatory disease (pid) pictures pinworm podcasts  
publications q fever rabies ring worm rocky mountain spotted fever rotavirus  
**salmonella** scabies scarlet fever science research **sexually transmitted**  
**diseases (stds)** shigella shingles smoking & tobacco use stroke **syphilis**  
toxoplasmosis toys & lead safety travelers' health trichomoniasis tuberculosis  
(tb) typhoid fever **vaccines & immunizations** varicella **west nile virus**  
wildfires

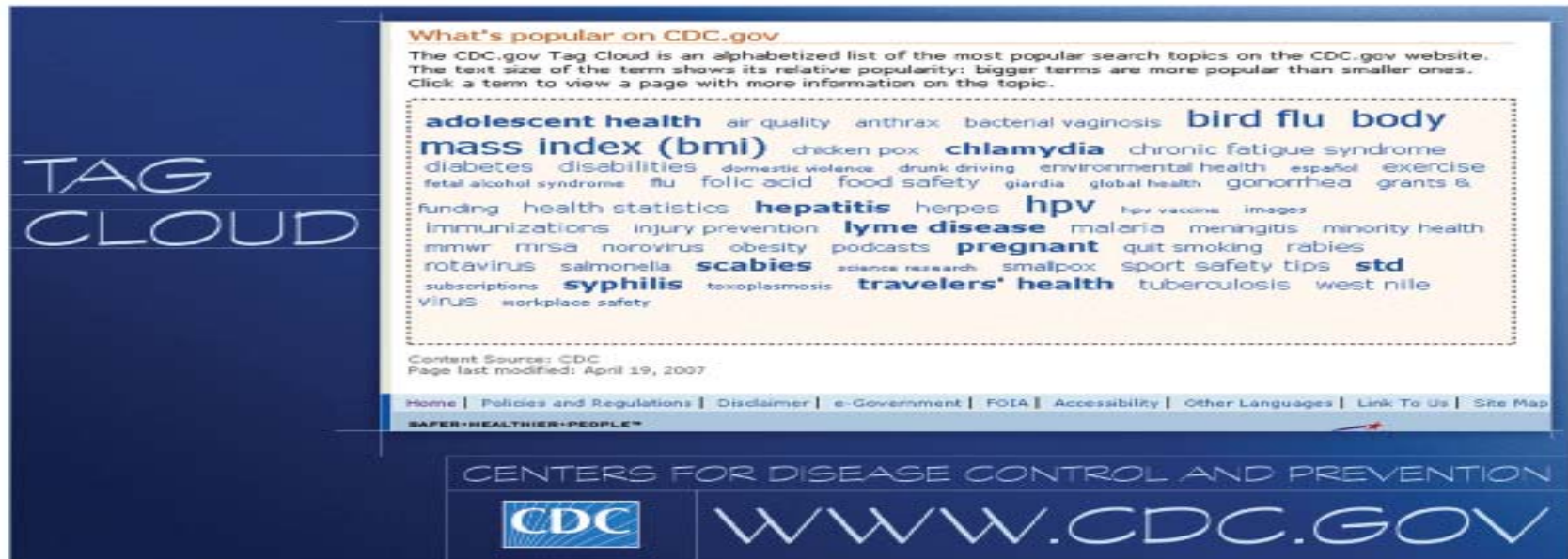


# Web Sites that Use Tags

- [del.icio.us](http://del.icio.us) - A social bookmarking site that allows users to bookmark many sites and then tag them with many descriptive words, allowing other people to search by those terms to find pages that other people found useful.
- [Flickr](http://www.flickr.com) - A service that allows users to tag images with many specific nouns, verbs, and adjectives that describe the picture. This is then searchable.
- [Gmail](http://www.gmail.com) - A [webmail](http://www.webmail.com) site that was one of the first to allow categorization of objects using tags, known as "labels" on emails
- [Technorati](http://www.technorati.com) - A [weblog](http://www.weblog.com) search engine
- [Last.fm](http://www.last.fm) - A social music Web Site that allows users to tag artists, albums and tracks



# Social Bookmarking: User-generated Tags



# Online Public Engagement

Request Info | Site Map

Create custom, flexible, easy to manage online discussions.

[Home](#) [About Web Dialogues](#) [Benefits](#) [Who We Are](#) [Areas of Work](#) [Resources](#) [Archives](#)

## About WebDialogues

WestEd's [WebDialogues](#) cultivate informed and thoughtful conversation among members of the public, students, topic experts, and policymakers. Dialogues have characteristics of in-person conferences, seminars, and focus groups. Hundreds or thousands of people may take part in multiday discussions at convenient times without having to travel. Dialogues follow a daily agenda with each topic discussion guided by a facilitator. Online references and panelists provide balanced information. Daily summaries capture discussion highlights.

WebDialogues allow individuals to collectively learn about and discuss ideas of mutual personal or professional interest. Participants from many walks of life may share information, generate ideas, and consider new options. Some dialogues may involve only a few dozen people. Others can accommodate thousands with fewer randomly selected individuals discussing while others follow the discussion and respond to polling questions to register their views. Dialogues can be public or private.

### Elements of WebDialogues

**Website.** WebDialogues reflects the look and feel of the host organization. The website includes a discussion agenda, selected online library resources, registration information for invited panelists, staff and participants. The website



*"I was extremely pleased with the topics and interaction that came from the U.S. Charter Schools dialogue"*

*— Dialogue Panelist*

## Pan Flu Vaccination Prioritization Web Dialogue –

- Dec 4 – 6, 2007
- 443 participants
- Participants agreed that this was a good format for discussing health policy issues:
  - 35% strongly agreed
  - 30% moderately agreed
  - 15% slightly agreed

# eGames

## Casual, Core and Hardcore PC Gamer Characteristics in the US, 2005

	Casual	Core	Hardcore
Demographics	Skews female and older, 35+	Split gender, average age 25-35	Mostly male, skewed younger, <35
Example games	Bejeweled, Hearts	Roller Coaster Tycoon, The Sims	Halo, Half-Life
Gameplay habits	Long online play periods, often divided into small game sessions. Pick up and drop games multiple times per day. Community and competition are key drivers for multiplayer games.	Driven primarily by titles, may play a single game for long periods of time, typically single-player. Community may be important.	May purchase many titles per year (10+), playing games as primary form of entertainment. Community often unimportant.
Preferred genres	Word, puzzle, card	Simulation, racing, education	Action, strategy
Primary distribution channel	Online	Retail (some online)	Retail
Share of total PC gaming revenues	10%	60%	30%

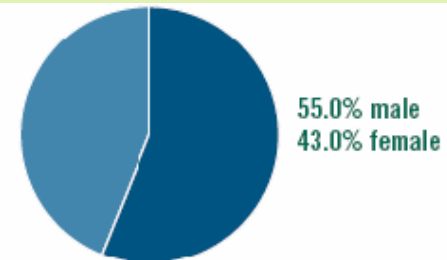
Source: International Game Developers Association (IGDA), July 2005

070426

www.eMarketer.com

- Women make up the majority of Casual gamers
- Mobile games are predicted to generate \$1.5 Billion in 2008.
- The average player in the U.S. is 30 years old.
- About one in five U.S. gamers are 50 years old and older.

## GENDER OF GAME PLAYERS



Source: Peter D. Hart Research Associates

**WOMEN** over the age of 18 represent a greater portion of the game-playing population (28%) than boys from ages 6 to 17 (21%).

Source: Peter D. Hart Research Associates



# eGames

## Escape from Diab –

<http://www.escapefromdiab.com/>

NIH funded game created in collaboration with Children's Nutritional Research Center of Baylor College of Medicine to help prevent childhood obesity and Type II diabetes



Saint John High School Grad Class Lockin: DDR



**Dance Dance Revolution** as “exer-gaming” in high schools

<http://www.youtube.com/watch?v=x5YROvohvvI>

Northern Illinois University students learn principles of mechanical engineering by playing video games

<http://www.youtube.com/watch?v=LYGwal-haOM>

Video Game in Mechanical Engineering Education





# eGames

## Doof

Gaming meets social  
networking



## Fatworld

a game about the politics of  
nutrition...explores the  
relationships between obesity,  
nutrition, and socioeconomics  
in the U.S.



# Online Video

- 74% of broadband users with high-speed connections at home and work watch or download video online.
- More than half (57%) of online video watchers share video links with others.
- Online video is expected to supplement rather than replace television.
- Google's YouTube is the most popular video sharing Web Site.
- People download online video to entertain themselves and keep up with current events.

**US Online Video Viewers As a Percent of Internet Users, 2006-2011**



Note: ages 3+; online video viewer defined as an individual who downloads or streams video (content or advertising) at least once a month  
Source: eMarketer, August 2007

086222

www.eMarketer.com

**Top 10 Video Sites in the US, Ranked by Unique Visitors, August 2006 & August 2007 (thousands and % increase/decrease vs. prior year)**

	August 2006	August 2007	% change
1. YouTube	34,039	56,453	66%
2. Vids.Myspace.com	17,923	16,759	-6%
3. Google Video	13,483	14,450	7%
4. AOL Video	-	13,632	-
5. MSN Video	11,984	12,486	4%
6. Yahoo! Video	5,958	11,987	101%
7. Metacafe	2,822	4,151	47%
8. Break.com	2,926	3,954	35%
9. Veoh	663	2,958	346%
10. Atom Films	1,102	1,422	29%

Note: home and work locations

Source: Nielsen//NetRatings as cited in press release, September 17, 2007

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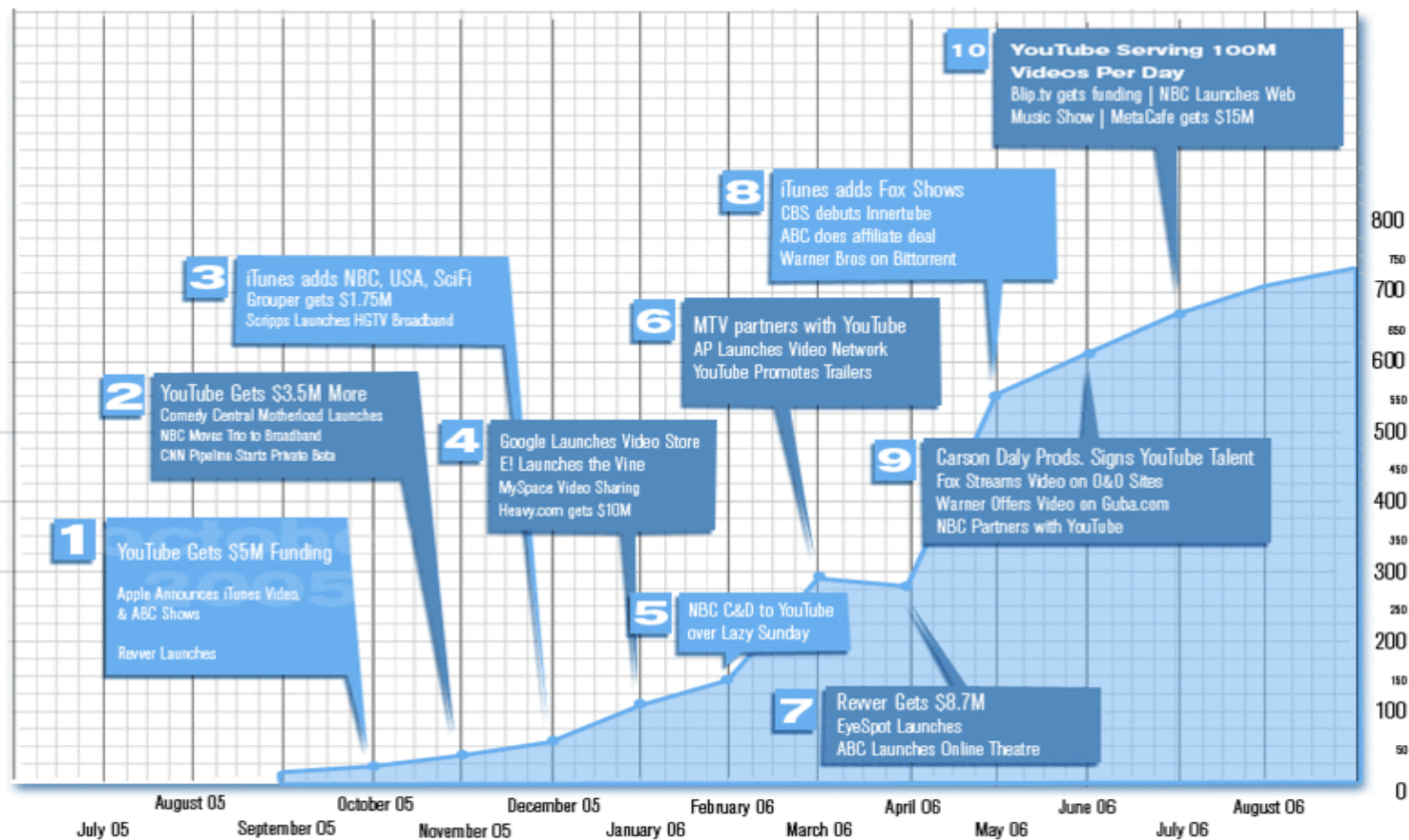
www.eMarketer.com

# Timeline of Online Video

## Online Video Timeline:

traffic data courtesy comScore

Major activities in the online video space  
September 2005 through August 2006  
in correlation to YouTube's growth in page views

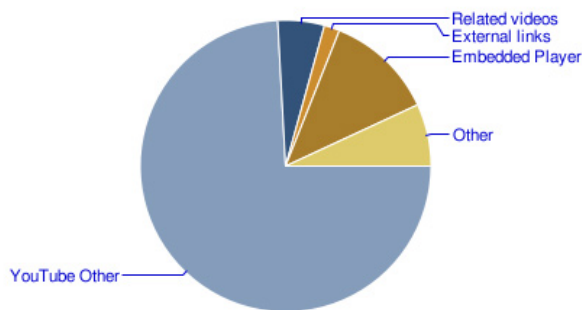


# CDC YouTube Channel

<http://www.youtube.com/CDCStreamingHealth>

- Currently 11 videos on channel
- Received more than 1,000 views total

How users are finding our videos



How many times has this video been watched?



**CDCStreamingHealth** [Subscribe](#)

**CDC** PER HEALTHIER PEOPLE

Joined: April 19, 2007  
Last Login: 2 days ago  
Videos Watched: 75  
Subscribers: 4  
Channel Views: 552

[DIRECTOR](#)

The Centers for Disease Control and Prevention (CDC) is committed to using emerging communication channels to provide credible, researched-based health information.

More about the organization:  
The Centers for Disease Control and Prevention (or CDC) is an agency of the U.S. Department of Health and Human Services based in Atlanta, Georgia. Recognized as the leading United States government agency for protecting the public health and safety of people, the CDC provides credible information to enhance health decisions and promotes health through strong partnerships with state health departments and other organizations. The CDC focuses national attention on developing and applying disease prevention and control (especially infectious diseases), environmental health, health promotion and education activities designed to improve the health of the people of the United States.

Country: **United States**   
Interests and Hobbies: **health**  
Website: <http://www.cdc.gov>  
[Report profile image violation](#)

**Connect with CDCStreamingHealth**

[Send Message](#)  
[Add Comment](#)  
[Share Channel](#)

**Videos (11)** [Subscribe to CDCStreamingHealth's videos](#)

Videos | [Most Viewed](#) | [Most Discussed](#)

[What am I Afraid of #2](#)  
00:20  
Added: 4 days ago  
Views: 55

[What am I Afraid of #1](#)  
00:20  
Added: 4 days ago  
Views: 23

[Not Positive](#)  
00:30  
Added: 4 days ago  
Views: 49



- 



# Google Gadgets/Widgets

iGoogle - Windows Internet Explorer

http://www.google.com/ig?hl=en

Google

Go

Links TV Movies BA Audible Gmail Email my.del post.del PF Citgo Backpack North Light BC PINES EM Customize Links

Web Images Video News Maps Gmail more

scott.r.mullins@gmail.com | Classic Home | My Account | Sign out

iGoogle

Google Search I'm Feeling Lucky

Make iGoogle your homepage? Yes, please | Not now

Home Business Health Add a tab

Select theme | Add stuff »

### CDC Feeds in Tabs

Emerging Infectious diseases HIV/Aids Public Health Prevent Chronic Diseases Media Relations

**Emerging Infectious Diseases Journal**  
This list contains articles published online ahead of print.

**Pandemic Influenza and Hospital Resources, RE Nap**  
[Monday, October 22, 2007 3:00:00 PM]

**Primary versus Nonprimary Cytomegalovirus Infection during Pregnancy, Israel, G. Rahav et al.**  
[Monday, October 22, 2007 3:00:00 PM]

**Human Multidrug-Resistant Salmonella Newport Infections, Wisconsin, 2003–2005, AE Karon et al.**  
[Monday, October 22, 2007 3:00:00 PM]

**Medical Students and Pandemic Influenza, B. Herman et al.**  
[Monday, October 22, 2007 3:00:00 PM]

**A Country Story, K. Fields**  
[Monday, October 22, 2007 3:00:00 PM]

**Human Bocavirus in Infants, New Zealand, N. Redshaw et al.**  
[Monday, October 22, 2007 3:00:00 PM]

**Rickettsia felis in Chile, MB Labruna et al.**  
[Monday, October 22, 2007 3:00:00 PM]

**Possible Typhoon-related Melioidosis Epidemic, Taiwan, 2005, H.-P. Su et al.**  
[Monday, October 22, 2007 3:00:00 PM]

### DIGG

79 diggs The Best Living Drummer in the Entire World?

125 diggs Show your feelings towards the RIAA with... thong underwear

97 diggs Breaking News: Chicago White Sox Predicted To Be 0-162 Next Year.

114 diggs Exclusive: Facebook Music is Coming

60 diggs Japanese Gamers In For A Surprise

### Wired Top Stories

⊕ Vroom, Vroom: Formula 1 Orders Teams to Go Green

⊕ The Other \$15 Billion Question: How Will Apple Spend Its Cash?

⊕ Superfast Laser Turns Virus Into Rubble

⊕ Russia Pours Billions in Oil Profits Into Nanotech Race

⊕ Nov. 1, 1859: A Welcome Sight for Those in Peril Upon the Sea

### WebMD Health

### TERROR ALERT LEVEL

ERNIE BERT

### Gmail

### Google Talk

### Art and Artists Landscape Paintings

### Wikipedia

W en Go Search

### Amazon.com Search

Search Amazon.com:  
All Products  
Keywords: GO  
Search New and Used amazon.com.

Information is temporarily unavailable

Preview



**WebMD - Better Information. Better Health.**

### Recent Posts

**Forteo May Help Steroid Osteoporosis**

**Kid's Cold Medicines: New Guidelines**

**Sleep Better When You're Sick**

**Cough Medicine: Should You or Shouldn't You?**

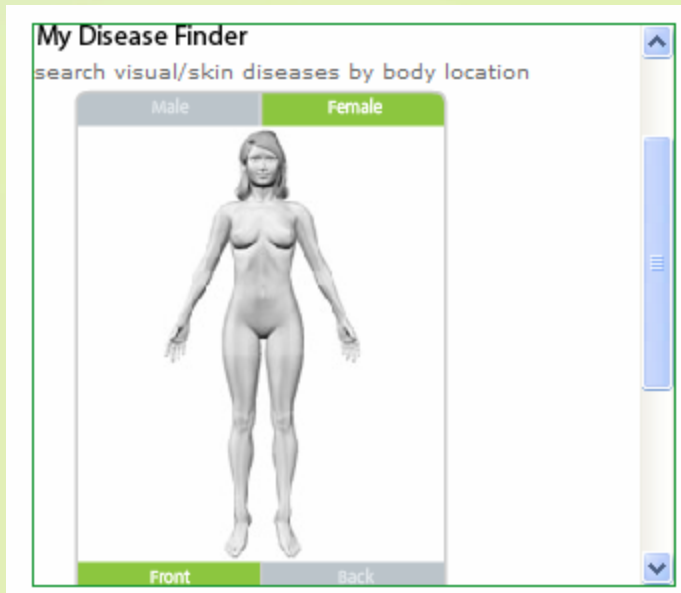
**FDA Weighs Behind-the-Counter Drugs**

**About**

# Widgets

## [MyDisease Finder](#)

Search for trusted health care information or specific visual/skin diseases based on body location



## [Pregnancy Countdown](#)

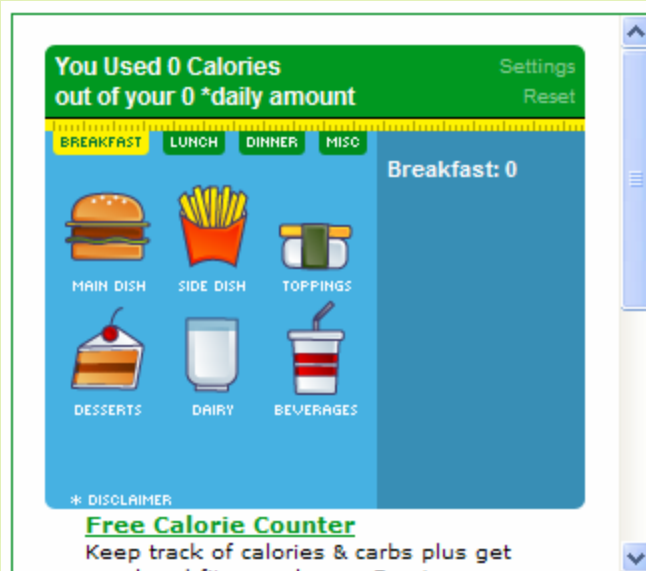
Count down the days to your due date and show a new image of your baby's development every week



# Widgets

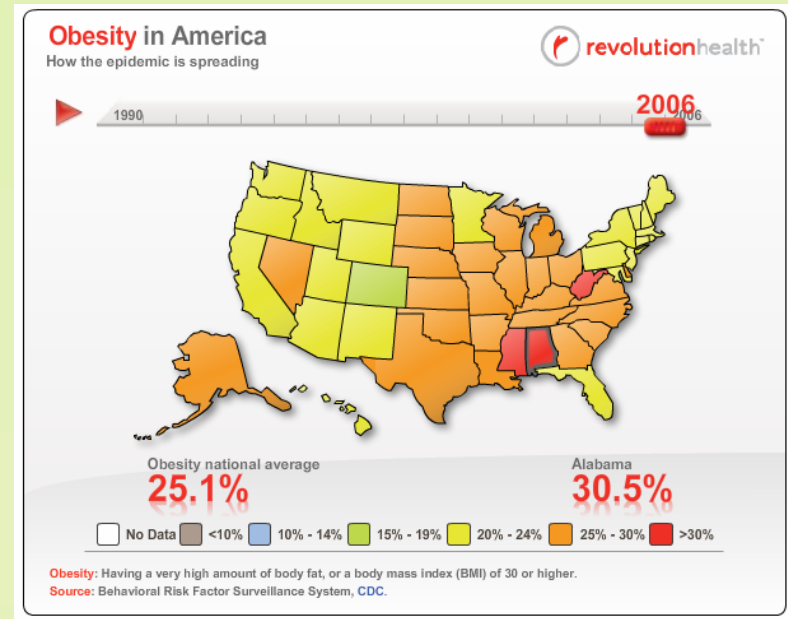
## Calorie Counter

Use the calorie calculator to see each meal's calorie details and sum up your daily total



## Obesity in America

Tracks obesity based on geographical location or year

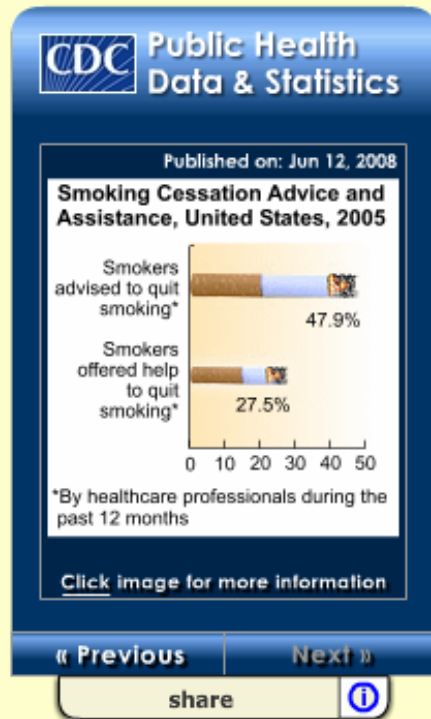




# CDC Widgets

Newly released

## CDC Public Health Data and Statistics



Do you know the reported amount of sleep Americans got in 2006 versus 1985? How about the racial breakdown of individuals diagnosed with HIV in 2006? The birthrate of teenagers 15-19 in 2006? The trends in spina bifida in the US from 1991-2005?

This widget provides an easy and convenient way to stay informed of CDC's featured data and statistics information. The widget, which can be placed on any web page, displays current and past data and statistics graphs and allows users to quickly go to the CDC.gov Web site to learn more about each of the graphs presented.

*Copy This Code for CDC Public Health Data and Statistics Widget:*

```
<object type="application/x-shockwave-flash"
data="http://www.cdc.gov/widgets/datastats/datasta
ts.swf" width="212" height="350" id="cdcDS"
wmode="transparent"> Total Internet: total audience</b> | <b>173,191</b> | <b>180,078</b> | <b>4%</b> |

*Note: home, work and university locations; \*site includes several activities in addition to a virtual world*

*Source: comScore Media Metrix, provided to eMarketer, August 2007*

086868

www.eMarketer.com

## CDC is participating in Virtual Worlds

- Second Life
- Whyville



# Most Popular Virtual Worlds





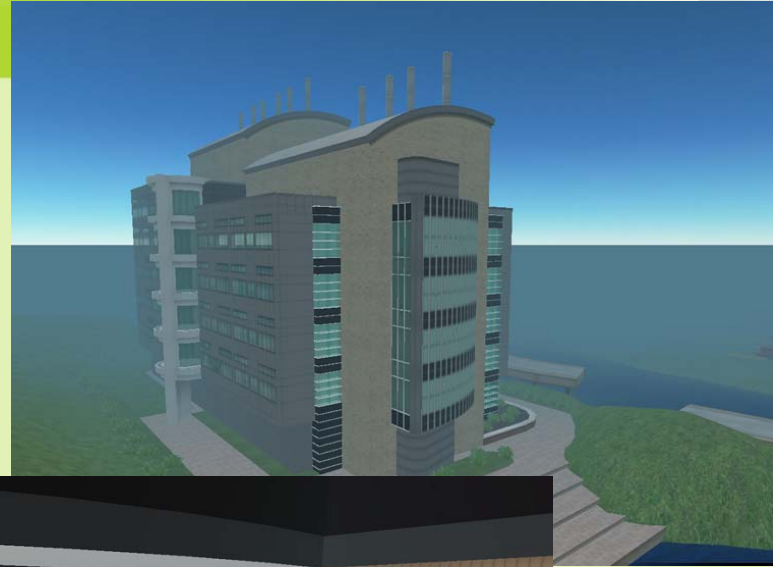
# Virtual Worlds - Second Life



Hygeia, the muse of health, becomes Hygeia Philo, CDC avatar.



# Virtual Worlds: Second Life



# Virtual Worlds: Whyville 2006 Flu

## eGames – Whyville 2006



**Empowered as public health advocates**

**Engaged in learning**

20k Whyvillians Vaccinated in 6 wks;  
135k visited the CDC Flu Clinic





# Virtual Worlds - Whyville 2007 Flu

## In-World Vaccinations



## WhyFlu

November 1, 2007 –  
January 10, 2008

- **40,919 Whyvillians were virtually vaccinated against the Whyflu**
- **More than 1800 of those who participated were grandparents**

# Virtual Worlds - Whyville



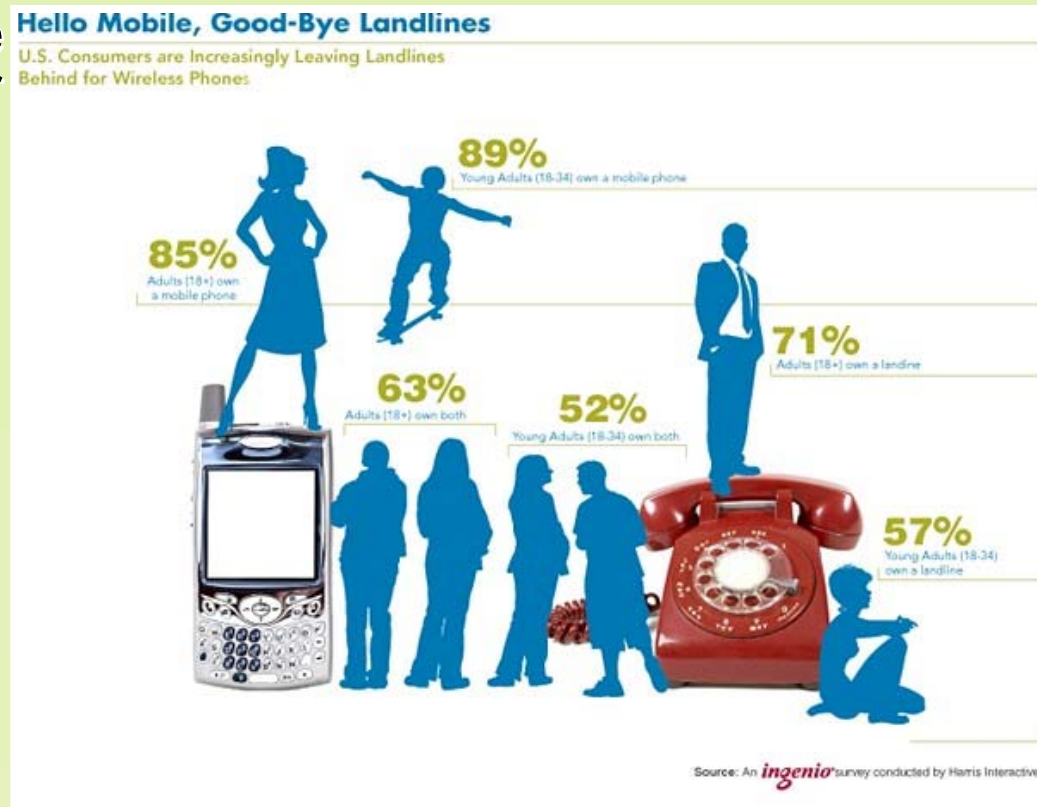
- 380 kids attended the party
- 150 unique questions asked

## Sample Questions

- How come some people get the flu even though they are vaccinated?
- Sometimes, don't vaccinations cause you to get sick?
- Can we get more information about vaccinations elsewhere after this?
- How can you prevent getting Whyflu?

# Mobile Phone Use

- More adults in the U.S. adults (85%) own a mobile phone, as compared to those (71%) who have a landline or home phone.
- About 200 million text messages are sent on the average day (2007), up from 75 million per day in the same period the year before (2006).
- An estimated 8 million people viewed mobile videos in May 2007
- More than 33 million users accessed the Web via their phones.





# Mobile Users



<http://www.flickr.com/photos/markkelley/1022720488/>



# Mobile Use, more than just a phone

## Mobile Phone Use Goes Beyond Just Talk

### Current vs. Future Usage of Mobile Phones

**49%** mobile phone owners (ages 18+) currently use their phones for more than just making and receiving phone calls.

**57%** mobile phone owners (ages 18+) anticipate using their phones for more than just making and receiving phone calls in the next three years.



Source: An *ingenio* survey conducted by Harris Interactive\*

Americans would like to be able to use their phones to:

- Use mobile maps: 51 percent
- Send text messages: 48 percent
- Take pictures: 47 percent
- Play games: 34 percent
- Send mobile e-mail: 32 percent
- Use mobile search: 31 percent
- Record video: 23 percent

(From: <http://www.technewsworld.com/story/49849.html>)

# Mobile: KnowIT Campaign

- Collaboration with HBO and Kaiser Family Foundation to encourage HIV testing – as part of World AIDS Day efforts 12/1/07

- **Mobile Texting Campaign:**

To encourage users to know their HIV status and to locate nearby HIV testing facilities

- Web banner ads, Health-e-Cards, and MySpace badges

- Video podcast and PSAs on YouTube

- With HHS, hosted a webinar for CDC HIV grantees



# Mobile: Diabetes Management

- Partnership with Georgia Tech University, CDC's Diabetes Team, and CDC's eHealth Division to **study the use of a glucometer-integrated mobile phone**
- Glucometer readings available on a collaborative Web site for discussion by the diabetes patient and diabetes educator
- Preliminary study results indicate participants improve their ability to effectively reflect on diabetes management

## Further Research:

- Investigating social media techniques to further motivate diabetes management
- Understanding potential barriers of this approach



# Twitter

- **Twitter** is a free social networking and micro-blogging service that allows users to send "updates" (or "tweets"; text-based posts, up to 140 characters long) to the Twitter Web Site.
- Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them.
- Users can receive updates via the Twitter Web Site, instant messaging, SMS, RSS, email or through an application

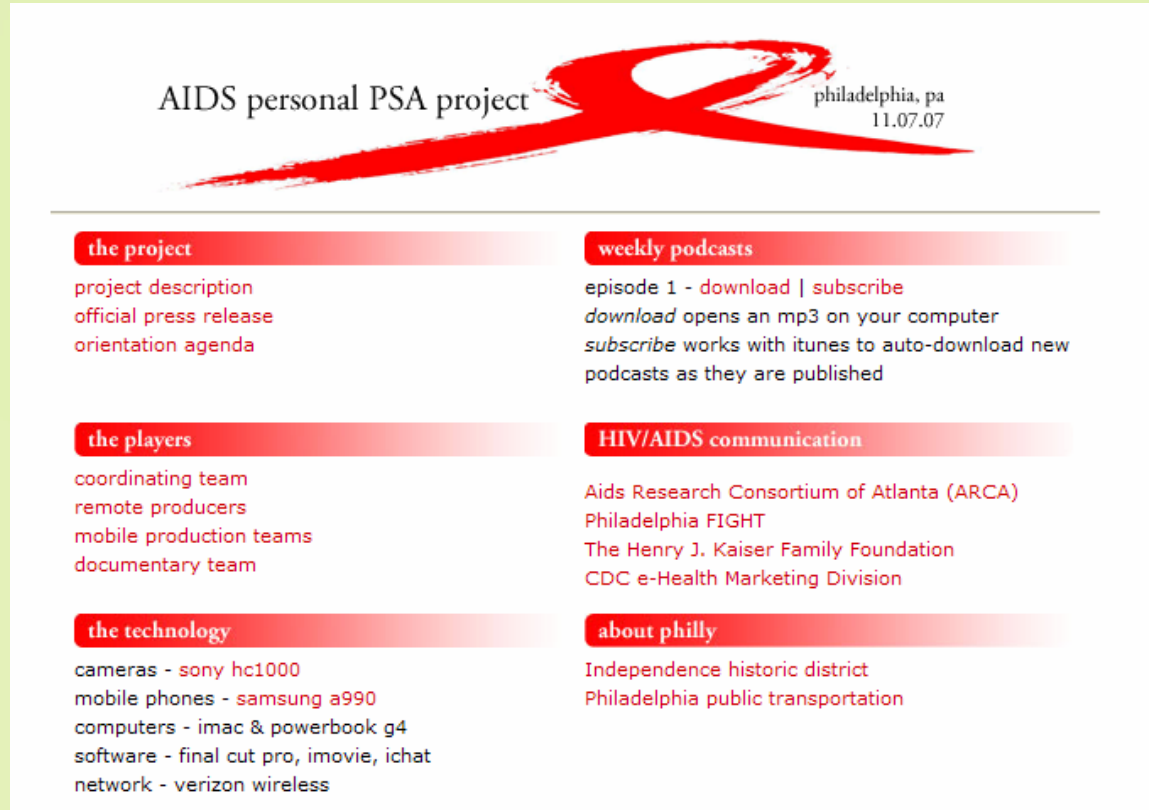




# CDC 2.0 in action: AIDS Personal PSA Project

## The New Face of AIDS: A *Mobile Media Experience*

- In one day, teams using mobile devices created compelling video messages encouraging positive health decisions
- By end of day, teams produced one-minute *New Face of AIDS* personal PSAs that encourage young people to be tested for HIV
- On World AIDS Day, 12/1/07, these AIDS PPSAs were pushed to mobile phone and Web users
- Expanding for HIV Testing Day in April 08



AIDS personal PSA project philadelphia, pa 11.07.07

---

**the project**  
project description  
official press release  
orientation agenda

**weekly podcasts**  
episode 1 - download | subscribe  
download opens an mp3 on your computer  
subscribe works with itunes to auto-download new podcasts as they are published

**the players**  
coordinating team  
remote producers  
mobile production teams  
documentary team

**HIV/AIDS communication**  
Aids Research Consortium of Atlanta (ARCA)  
Philadelphia FIGHT  
The Henry J. Kaiser Family Foundation  
CDC e-Health Marketing Division

**the technology**  
cameras - sony hc1000  
mobile phones - samsung a990  
computers - imac & powerbook g4  
software - final cut pro, imovie, ichat  
network - verizon wireless

**about philly**  
Independence historic district  
Philadelphia public transportation

From more information, see: [http://www.nmi.uga.edu/aids\\_ppsa/](http://www.nmi.uga.edu/aids_ppsa/)

Sponsored by the University of Georgia, Kaiser Family foundation, Verizon, AIDS Research Consortium of Atlanta, Philadelphia FIGHT, CDC

# Mobile Texting



*February 28-March 1, 2008*

**Stanford University, Palo Alto, California**

- A gathering of experts in health, behavior change and mobile technology
- A premiere conference on how mobile text messaging can promote better health
- Co-sponsored by CDC, Institute for the Future, others
- Copies of presentations: [www.Texting4Health.org](http://www.Texting4Health.org)

# Integrating eHealth Efforts: Seasonal Flu - 2007

## eCards



## Virtual Worlds



## Mobile Alerts



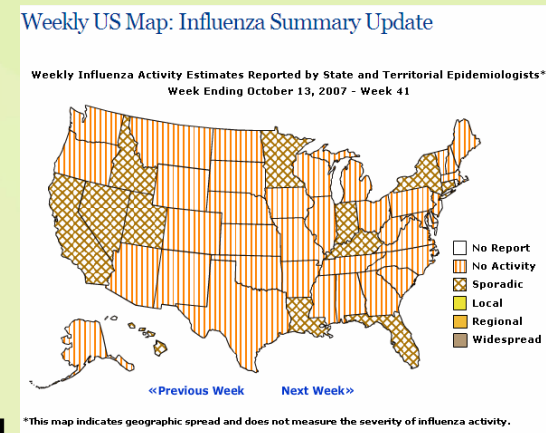
## Bloginar



## Graphical Buttons



## Graphical Badge for Social Networks



# CDC 2.0

- **eHealth Data Briefs**

<http://www.cdc.gov/healthmarketing/ehm/databriefs/>

- **eCards**

<http://www2a.cdc.gov/eCards/index.asp>

- **Podcasts/RSS**

<http://www.cdc.gov/podcasts>

- **Tagclouds**

<http://www.cdc.gov/ToolsResources/index.html#tagcloud>

- **Blogs**

<http://www.cdc.gov/healthmarketing/blog.htm>

- **Email Updates**

<http://www.cdc.gov/emailupdates/>

- **Social Networks**

My Space [http://myspace.com/cdc\\_ehealth](http://myspace.com/cdc_ehealth)

- **Virtual Worlds**

Second Life <http://secondlife.com> (128, 128) (<http://slurl.com/secondlife/CDC%20Island/128/128>)

Whyville <http://www.whyville.net/smmk/nice>



# CDC 2.0

- **Use of graphical images - Link to CDC.gov**  
<http://www.cdc.gov/Other/link.html>
- **User-generated content sites**  
You Tube <http://youtube.com/cdcstreaminghealth>  
Flickr [http://flickr.com/cdc\\_e-health](http://flickr.com/cdc_e-health)
- **About CDC.gov**  
[http://www.cdc.gov/Other/about\\_cdcgov.html](http://www.cdc.gov/Other/about_cdcgov.html)
- **CDC.gov Widgets**  
<http://www.cdc.gov/widgets>
- **Virtual tour of CDC.gov –**  
<http://www.cdc.gov/vrtour.html>
- **New Media Campaigns –**
  - Seasonal Flu 2007 –  
[http://www.cdc.gov/healthmarketing/ehealth\\_fluseason.htm](http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm)
  - World AIDS Day & HIV Testing –  
[http://www.cdc.gov/healthmarketing/ehealth\\_wad2007.htm](http://www.cdc.gov/healthmarketing/ehealth_wad2007.htm)

# Contact Information

Janice R. Nall – [jnall@cdc.gov](mailto:jnall@cdc.gov)

Division of eHealth Marketing  
National Center for Health Marketing  
CDC

[www.cdc.gov](http://www.cdc.gov)

[www.cdc.gov/healthmarketing](http://www.cdc.gov/healthmarketing)